

ESTTA Tracking number: **ESTTA568642**

Filing date: **11/01/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	PINTEREST, INC.
Granted to Date of previous extension	11/03/2013
Address	808 Brannan Street San Francisco, CA 94103 UNITED STATES
Attorney information	Lisa W. Rosaya Baker & McKenzie LLP 452 Fifth Avenue New York, NY 10018 UNITED STATES lisa.rosaya@bakermckenzie.com, nyctrademarks@bakermckenzie.com

Applicant Information

Application No	85793784	Publication date	05/07/2013
Opposition Filing Date	11/01/2013	Opposition Period Ends	11/03/2013
Applicant	Pintrips 2151 Via Escalera Los Altos, CA 94024 CANADA		

Goods/Services Affected by Opposition

Class 035. First Use: 2011/06/01 First Use In Commerce: 2011/06/01 All goods and services in the class are opposed, namely: Advertising services, namely, promoting and marketing the goods and services of others in the field of travel via print and electronic media; On-line price monitoring and adjusting for customers of travel related purchases; Providing travel management services
Class 039. First Use: 2011/06/01 First Use In Commerce: 2011/06/01 All goods and services in the class are opposed, namely: Arranging and coordinating travel arrangements for individuals and groups, namely, destinations stays, honeymoons, family vacations, and destination weddings; Coordinating travel arrangements for individuals and for groups; Making travel and excursion arrangements for bands and orchestras; Organisation of travel; Organizing travel for others; Providing an on-line searchable computer database featuring information on travel; Providing information, news and commentary in the field of travel; Providing links to web sites of others featuring travel; Providing travel information to travelers regarding fares, timetables and public transport; Travel and tour information service; Travel guide and travel information services; Travel route planning

Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4145087	Application Date	03/01/2011
Registration Date	05/22/2012	Foreign Priority Date	NONE
Word Mark	PINTEREST		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2010/03/01 First Use In Commerce: 2010/03/01 Providing a web site featuring technology that enables internet users to create, bookmark, annotate, and publicly sharedata Class 045. First use: First Use: 2010/03/10 First Use In Commerce: 2010/03/10 Internet-based social networking services		

U.S. Application No.	85694131	Application Date	08/02/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	PINTEREST		
Design Mark			
Description of Mark	The mark consists of the stylized word "PINTEREST".		
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 computer software, namely, software that allows users to interact online with information and media content that other users share, and software that allows users to discover, access and share information about, and media content concerning, goods, services, and experiences; computer software and software applications that enable electronic communications network users to create, upload, bookmark, view, annotate, and share data, information and media content; software, downloadable or prerecorded, in the nature of a mobile application that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information		

	<p>and media content; software downloadable via electronic communications networks and wireless devices that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software to facilitate business promotion, connecting social network users with businesses; downloadable electronic publications in the nature of blogs, photographs, and graphic art in the field of general human interest; computer e-commerce software to allow users to perform electronic business transactions via a global computer network</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>advertising and promotional services; advertising and marketing services, namely, promoting the products and services of others; business data analysis; business monitoring and consulting services, namely, data and behavior analysis to provide strategy, insight, and marketing guidance, and for analyzing, understanding and predicting behavior and motivations, and market trends; promoting the goods and services of others by means of operating an online platform with hyperlinks to the resources of others; providing an online searchable database featuring a wide variety of consumer, business, and industrial goods of others; electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes</p> <p>Class 038. First use: First Use: 0 First Use In Commerce: 0</p> <p>electronic bulletin board services</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>providing a platform featuring technology that enables internet users to create, upload, bookmark, view, annotate, share and discover data, information and multimedia content; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the field of general interest; providing a website featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; providing a platform featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; hosting an interactive platform and online non-downloadable software for uploading, posting, showing, displaying, tagging, sharing and transmitting messages, comments, multimedia content, photos, pictures, images, text, information, and other user-generated content; developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server; platform and facility for mobile device communication, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via mobile devices; platform and facility for networked communications, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via local and global computer, mobile, cellular, electronic, wireless, and data communications networks</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>providing online social networking services for purposes of commentary, comparison, collaboration, consultation, evaluation, advice, discussion, research, notification, reporting, identification, information sharing, indexing, information location, entertainment, pleasure, or general interest</p>
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U.S. Application No.	85698998	Application Date	08/08/2012
Registration Date	NONE	Foreign Priority Date	02/10/2012

Word Mark	PIN
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 computer software, namely, software that allows users to interact online with information and media content that other users share, and software that allows users to discover, access and share information about, and media content concerning, goods, services, and experiences; computer software and software applications that enable electronic communications network users to create, upload, bookmark, view, annotate, and share data, information and media content; software, downloadable or prerecorded, in the nature of a mobile application that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software downloadable via electronic communications networks and wireless devices that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software to facilitate business promotion, connecting social network users with businesses; downloadable electronic publications in the nature of blogs, photographs, and graphic art in the field of general human interest; computer e-commerce software to allow users to perform electronic business transactions via a global computer network</p> <p>Class 038. First use: First Use: 0 First Use In Commerce: 0 electronic bulletin board services</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0 providing a platform featuring technology that enables internet users to create, upload, bookmark, view, annotate, share and discover data, information and multimedia content; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the field of general interest; providing a website featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; providing a platform featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; hosting an interactive platform and online non-downloadable software for uploading, posting, showing, displaying, tagging, sharing and transmitting messages, comments, multimedia content, photos, pictures, images, text, information, and other user-generated content; developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server; platform and facility for mobile device communication, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via mobile devices; platform and facility for networked communications, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via local and global</p>

	<p>computer, mobile, cellular, electronic, wireless, and data communications networks</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>providing online social networking services for purposes of commentary, comparison, collaboration, consultation, evaluation, advice, discussion, research, notification, reporting, identification, information sharing, indexing, information location, entertainment, pleasure, or general interest</p>
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U.S. Application No.	85695361	Application Date	08/03/2012
Registration Date	NONE	Foreign Priority Date	02/07/2012

Word Mark	PINTEREST
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>computer software, namely, software that allows users to interact online with information and media content that other users share, and software that allows users to discover, access and share information about, and media content concerning, goods, services, and experiences; computer software and software applications that enable electronic communications network users to create, upload, bookmark, view, annotate, and share data, information and media content; software, downloadable or prerecorded, in the nature of a mobile application that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software downloadable via electronic communications networks and wireless devices that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software to facilitate business promotion, connecting social network users with businesses; downloadable electronic publications in the nature of blogs, photographs, and graphic art in the field of general human interest; computer e-commerce software to allow users to perform electronic business transactions via a global computer network</p> <p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>advertising and promotional services; advertising and marketing services, namely, promoting the products and services of others; business data analysis; business monitoring and consulting services, namely, data and behavior analysis to provide strategy, insight, and marketing guidance, and for analyzing, understanding and predicting behavior and motivations, and market trends; promoting the goods and services of others by means of operating an online platform with hyperlinks to the resources of others; providing an online searchable database featuring a wide variety of consumer, business, and industrial goods of others; electronic commerce services, namely, providing information about products via telecommunication networks for advertising and</p>
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	<p>salespurposes</p> <p>Class 038. First use: First Use: 0 First Use In Commerce: 0</p> <p>electronic bulletin board services</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>providing a platform featuring technology that enables internet users to create, upload, bookmark, view, annotate, share and discover data, information and multimedia content; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, formvirtual communities, and engage in social networking services in the field of general interest; providing a website featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view,annotate, share and discover data, information and media content; providing a platform featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discoverdata, information and media content; hosting an interactive platform and onlinenon-downloadable software for uploading, posting, showing, displaying, tagging,sharing and transmitting messages, comments, multimedia content, photos, pictures, images, text, information, and otheruser-generated content; developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server; platform andfacility for mobile device communication, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via mobile devices; platform and facility for networked communications, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via local and global computer, mobile, cellular, electronic, wireless, and data communications networks</p> <p>Class 045. First use: First Use: 0 First Use In Commerce: 0</p> <p>providing online social networking services for purposes of commentary, comparison, collaboration, consultation, evaluation, advice, discussion, research, notification, reporting, identification, information sharing, indexing, information location, entertainment, pleasure, or general interest</p>
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Related Proceedings	Pinterest, Inc. v. Pintrips, Inc., case number 3:13-cv-04608, in the United States District Court for the Northern District of California
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Attachments	<p>85255217#TMSN.jpeg(bytes)</p> <p>85694131#TMSN.jpeg(bytes)</p> <p>85698998#TMSN.jpeg(bytes)</p> <p>85695361#TMSN.jpeg(bytes)</p> <p>Pinterest_-_Notice_of_Opposition_-_PINTRIPS no sigs.pdf(701872 bytes)</p> <p>Sig pages.pdf(26680 bytes)</p> <p>Ex A - Pinterest Registration (TESS).pdf(308040 bytes)</p> <p>Ex B 1 of 4.pdf(3396393 bytes)</p> <p>Ex B 2 of 4.pdf(3391643 bytes)</p> <p>Ex B 3 of 4.pdf(3839214 bytes)</p> <p>Ex B 4 of 4.pdf(3914596 bytes)</p>
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/mjb/
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Name	Michael J. Bales
Date	11/01/2013

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

PINTEREST, INC.,)	Opposition No.: _____
)	
Opposer,)	App. Serial No.: 85793784
)	
v.)	Mark: PINTRIPS
)	
PINTRIPS,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Pinterest, Inc. ("Pinterest"), opposes Application Serial No. 85793784 (the "Application").

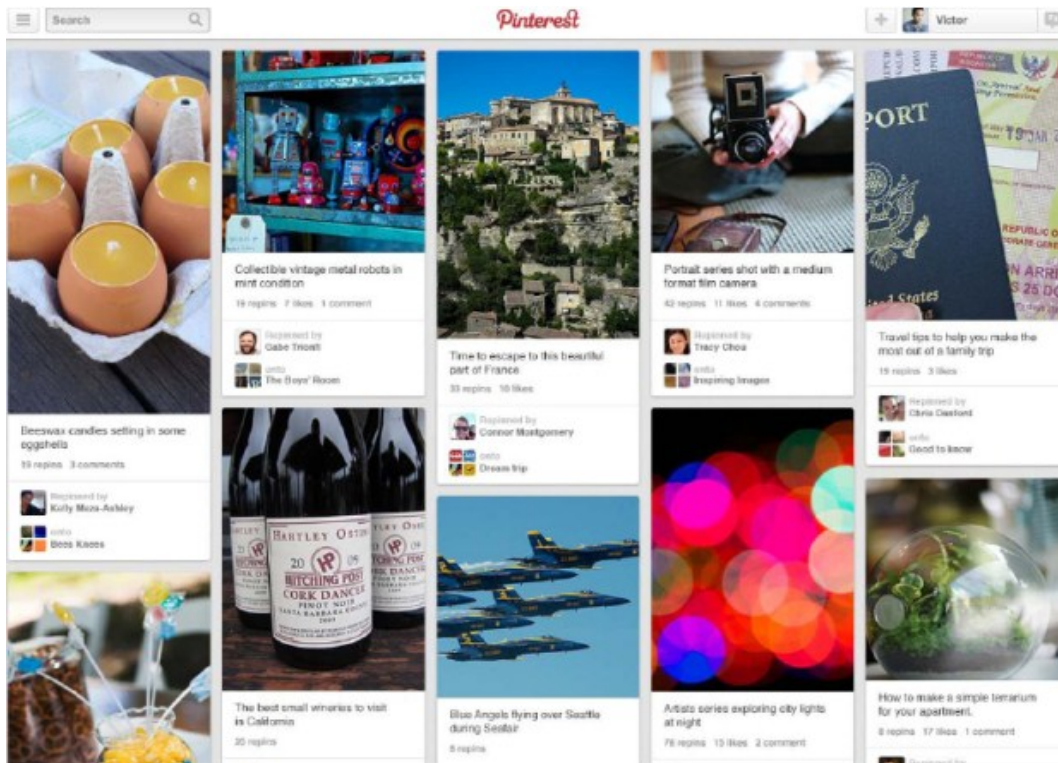
Pinterest pioneered the use of **PINTEREST**, **PIN** and **PIN**-formative marks detailed in Paragraph 3 in the online social media space. It has used those marks to create a highly distinctive brand for an online service that is used by millions of people to share information and content related to a wide variety of subject matter, including travel and travel-planning. Applicant is attempting to register its purported **PINTRIPS** mark for services that it describes as a "personal travel planning dashboard." Applicant's registration and use of the **PINTRIPS** mark would damage Pinterest by jeopardizing Pinterest's goodwill in its **PINTEREST** mark as well as its **PIN** Family of Marks (defined below) as a result of creating a likelihood of confusion, mistake, or deception as to source, sponsorship, or affiliation with respect to Pinterest's and the Applicant's Services, services, and commercial activities. Applicant's registration and use of **PINTRIPS** would also damage Pinterest by impairing the distinctiveness of, and harming the reputation of, Pinterest's trademarks. If the Board permits the Application to register, the registration would be *prima facie* evidence of Applicant's exclusive ownership and rights to the

PINTRIPS mark. It could also interfere with Pinterest's ability to register additional marks in its PIN Family of Marks.

As specific grounds for opposition, Pinterest alleges as follows:

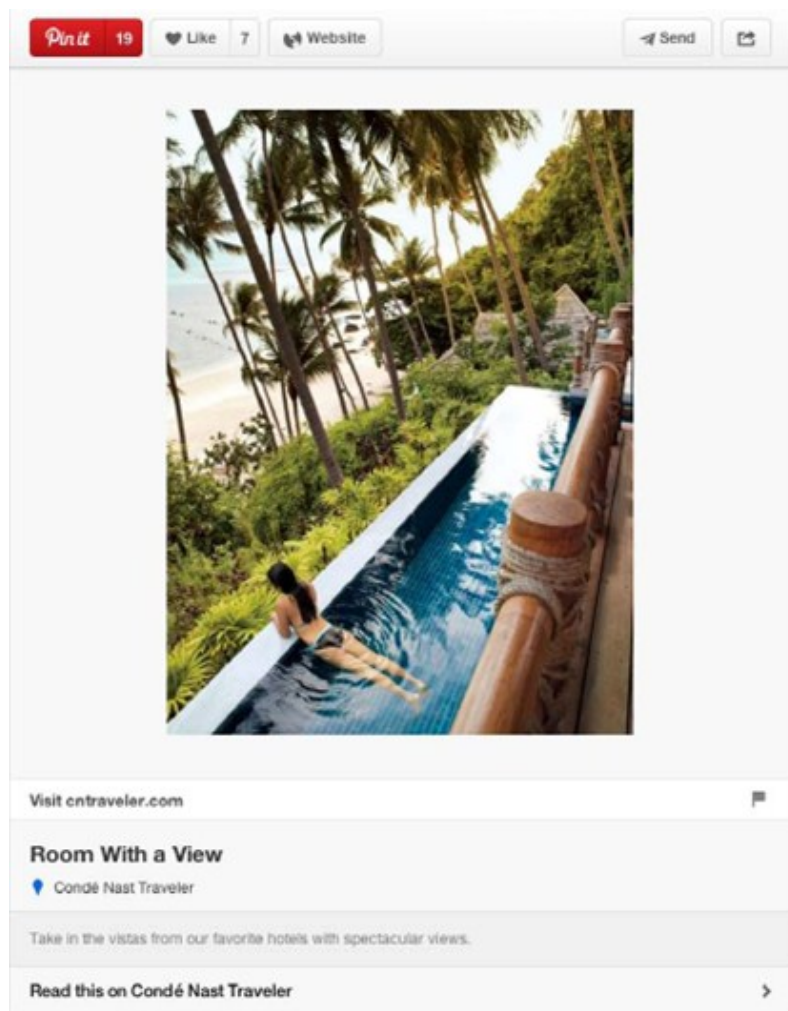
Pinterest and Pinterest's Marks

1. Pinterest is a well-known provider of online services through its website pinterest.com and through applications designed for Apple and Android mobile devices, which are offered under the **PINTEREST** mark. Pinterest lets users gather images and other content, as shown below, for example, and curate that content into themed boards. Pinterest users typically build their boards using images from their own collections or other websites. Pinterest allows its users to post content to their boards, browse other users' boards, and share content that interests or inspires them. In doing so, Pinterest provides a way for people to express themselves, discover new things, and engage with the people who create them.



2. The **PINTEREST** mark is an invented word and derives from a combination of "pin" and "interest." The service offered at the www.pinterest.com and via mobile applications has always been branded **PINTEREST** and known as such since it was launched in March 2010.

3. A **PIN** is the foundational element of Pinterest. Each piece of content posted on Pinterest is known as a **PIN**. Users are known as **PINNERS**. They post content to Pinterest from their own collections or other websites by **PINNING** it to a themed collection called a "**PINBOARD**." Followers of other users' **PINBOARDS** are able to **RE-PIN** the content that interests or inspires them.



4. Pinterest's **PIN IT** button has become especially prominent and distinctive. It appears on hundreds of thousands of unique domains across the Internet, including those belonging to travel service providers, and invites **PINNERS** to place **PINS** on their **PINBOARDS** directly from the websites on which the button appears. Pinterest pioneered the use of these terms in the context of social media and bookmarking. The public associates these terms with Pinterest and they have become famous in relation to Pinterest's goods and services. Accordingly Pinterest has common-law trademark rights in the marks **PIN**, **PIN IT** and **PINBOARD**, and in the **PIN** prefix, as applied to social media services.

5. Pinterest owns the following United States trademark registrations and applications:

a. Registration No. 4145087 for **PINTEREST** for "[p]roviding a web site featuring technology that enables internet users to create, bookmark, annotate, and publicly share data" in International Class 42; and "[i]nternet-based social networking services" in International Class 45. This application was filed on March 1, 2011 based upon Pinterest's use of the mark in interstate commerce since at least as early as March 10, 2010. Both the filing date of this registration and Pinterest's first use in commerce of the **PINTEREST** mark are prior to the June 1, 2011 date of first use claimed in the Applicant's application. Pinterest's registration for the **PINTEREST** mark is valid and subsisting and is conclusive evidence of Pinterest's exclusive right to use the mark in commerce in connection with the claimed services. A copy of this registration is attached as Exhibit A.

b. Application Serial No. 85694131 for  (the "**PINTEREST** Logo") for:

computer software, namely, software that allows users to interact online with information and media content that other users share, and software that allows users to discover, access and share information about, and media content concerning, goods, services, and experiences; computer software and software applications that enable electronic communications network users to create, upload, bookmark, view, annotate, and share data, information and media content; software, downloadable or prerecorded, in the nature of a mobile application that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software downloadable via electronic communications networks and wireless devices that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software to facilitate business promotion, connecting social network users with businesses; downloadable electronic publications in the nature of blogs, photographs, and graphic art in the field of general human interest; computer e-commerce software to allow users to perform electronic business transactions via a global computer network in International Class 9;

advertising and promotional services; advertising and marketing services, namely, promoting the products and services of others; business data analysis; business monitoring and consulting services, namely, data and behavior analysis to provide strategy, insight, and marketing guidance, and for analyzing, understanding and predicting behavior and motivations, and market trends; promoting the goods and services of others by means of operating an online platform with hyperlinks to the resources of others; providing an online searchable database featuring a wide variety of consumer, business, and industrial goods of others; electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes in International Class 35;

electronic bulletin board services in International Class 38;

providing a platform featuring technology that enables internet users to create, upload, bookmark, view, annotate, share and discover data, information and multimedia content; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the field of general interest; providing a website featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; providing a platform featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; hosting an interactive platform and online non-downloadable software for uploading, posting, showing, displaying, tagging, sharing and transmitting messages, comments, multimedia content, photos, pictures, images, text, information, and other user-generated content; developing and

hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server; platform and facility for mobile device communication, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via mobile devices; platform and facility for networked communications, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via local and global computer, mobile, cellular, electronic, wireless, and data communications networks in International Class 42; and

providing online social networking services for purposes of commentary, comparison, collaboration, consultation, evaluation, advice, discussion, research, notification, reporting, identification, information sharing, indexing, information location, entertainment, pleasure, or general interest in International Class 45.

This application was filed on August 2, 2012. A Notice of Allowance was issued for this application on September 17, 2013. Pinterest has used its **PINTEREST Logo** mark in interstate commerce in connection with many, if not all, of the goods and services noted above since at least as early as May, 2011 and therefore, based upon common law rights as a result of such use, Pinterest has senior rights to Applicant with respect to such goods and services.

c. Application Serial No. 85698998 for **PIN** for:

computer software, namely, software that allows users to interact online with information and media content that other users share, and software that allows users to discover, access and share information about, and media content concerning, goods, services, and experiences; computer software and software applications that enable electronic communications network users to create, upload, bookmark, view, annotate, and share data, information and media content; software, downloadable or prerecorded, in the nature of a mobile application that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software downloadable via electronic communications networks and wireless devices that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software to facilitate business promotion, connecting social network users with businesses; downloadable electronic publications in the nature of blogs, photographs, and graphic art in the field of general human interest; computer e-commerce software to allow users to perform electronic business transactions via a global computer network in International Class 9;

electronic bulletin board services in International Class 38;

providing a platform featuring technology that enables internet users to create, upload, bookmark, view, annotate, share and discover data, information and multimedia content; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the field of general interest; providing a website featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; providing a platform featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; hosting an interactive platform and online non-downloadable software for uploading, posting, showing, displaying, tagging, sharing and transmitting messages, comments, multimedia content, photos, pictures, images, text, information, and other user-generated content; developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server; platform and facility for mobile device communication, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via mobile devices; platform and facility for networked communications, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via local and global computer, mobile, cellular, electronic, wireless, and data communications networks in International Class 42; and

providing online social networking services for purposes of commentary, comparison, collaboration, consultation, evaluation, advice, discussion, research, notification, reporting, identification, information sharing, indexing, information location, entertainment, pleasure, or general interest in International Class 45.

This application was filed based upon a claim of priority with respect to Pinterest's European Community Trademark Application No. 010634004, which was filed on February 10, 2012. This application was published for opposition purposes on August 6, 2013. Pinterest has used its **PIN** mark in interstate commerce in connection with many of the goods and services noted above since at least as early as March 2010 and therefore, based upon common law rights as a result of such use, Pinterest has senior rights to Applicant with respect to such goods and services.

d. Application Serial No. 85695361 for **PINTEREST** for:

computer software, namely, software that allows users to interact online with information and media content that other users share, and software that allows users to discover, access and share information about, and media content concerning, goods, services, and experiences; computer software and software applications that enable electronic communications network users to create, upload, bookmark, view, annotate, and share data, information and media content; software, downloadable or prerecorded, in the nature of a mobile application that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software downloadable via electronic communications networks and wireless devices that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; software to facilitate business promotion, connecting social network users with businesses; downloadable electronic publications in the nature of blogs, photographs, and graphic art in the field of general human interest; computer e-commerce software to allow users to perform electronic business transactions via a global computer network in International Class 9 (priority date of February 7, 2012);

advertising and promotional services; advertising and marketing services, namely, promoting the products and services of others; business data analysis; business monitoring and consulting services, namely, data and behavior analysis to provide strategy, insight, and marketing guidance, and for analyzing, understanding and predicting behavior and motivations, and market trends; promoting the goods and services of others by means of operating an online platform with hyperlinks to the resources of others; providing an online searchable database featuring a wide variety of consumer, business, and industrial goods of others; electronic commerce services, namely, providing information about products via telecommunication networks for advertising and sales purposes in International Class 35 (priority date of February 7, 2012);

electronic bulletin board services in International Class 38 (priority date of February 10, 2012);

providing a platform featuring technology that enables internet users to create, upload, bookmark, view, annotate, share and discover data, information and multimedia content; computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking services in the field of general interest; providing a website featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; providing a platform featuring non-downloadable software that enables electronic communications network users to create, upload, bookmark, view, annotate, share and discover data, information and media content; hosting an interactive platform and online non-downloadable software for uploading, posting, showing, displaying, tagging, sharing and transmitting messages, comments, multimedia content, photos,

pictures, images, text, information, and other user-generated content; developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server; platform and facility for mobile device communication, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via mobile devices; platform and facility for networked communications, namely, providing non-downloadable software that facilitates sharing and discovering information and media content via local and global computer, mobile, cellular, electronic, wireless, and data communications networks in International Class 42 (intent-to-use basis); and

providing online social networking services for purposes of commentary, comparison, collaboration, consultation, evaluation, advice, discussion, research, notification, reporting, identification, information sharing, indexing, information location, entertainment, pleasure, or general interest in International Class 45 (intent-to-use basis).

This application was filed on August 3, 2012; however, priority claims based upon two of Pinterest's non-U.S. filings afford Pinterest effective filing dates of February 7, 2012 and February 10, 2012 with respect to the goods in International Class 9 and the services in International Classes 35 and 38. Pinterest has used its **PINTEREST** mark in interstate commerce in connection with many, if not all, of the goods and services noted above since at least as early as March 10, 2010 and therefore, based upon common law rights as a result of such use, Pinterest has senior rights to Applicant with respect to such goods and services.

Pinterest's **PINTEREST** mark and its entire family of **PIN**-formative marks described in Paragraphs 2 through 4 above are collectively referred to as "Pinterest's **PIN** Family of Marks."

6. Launched in March 2010, Pinterest has millions of active users. It is one of the 20 most popular web sites in the United States and the third most popular social networking site, behind only Facebook and Twitter. Time magazine named Pinterest one of the 50 best websites of 2011. In early 2012, Pinterest became the fastest website in history to attract more than 10-million-visitors-a-month. Pinterest has continued to grow ever since. Along the way, it has

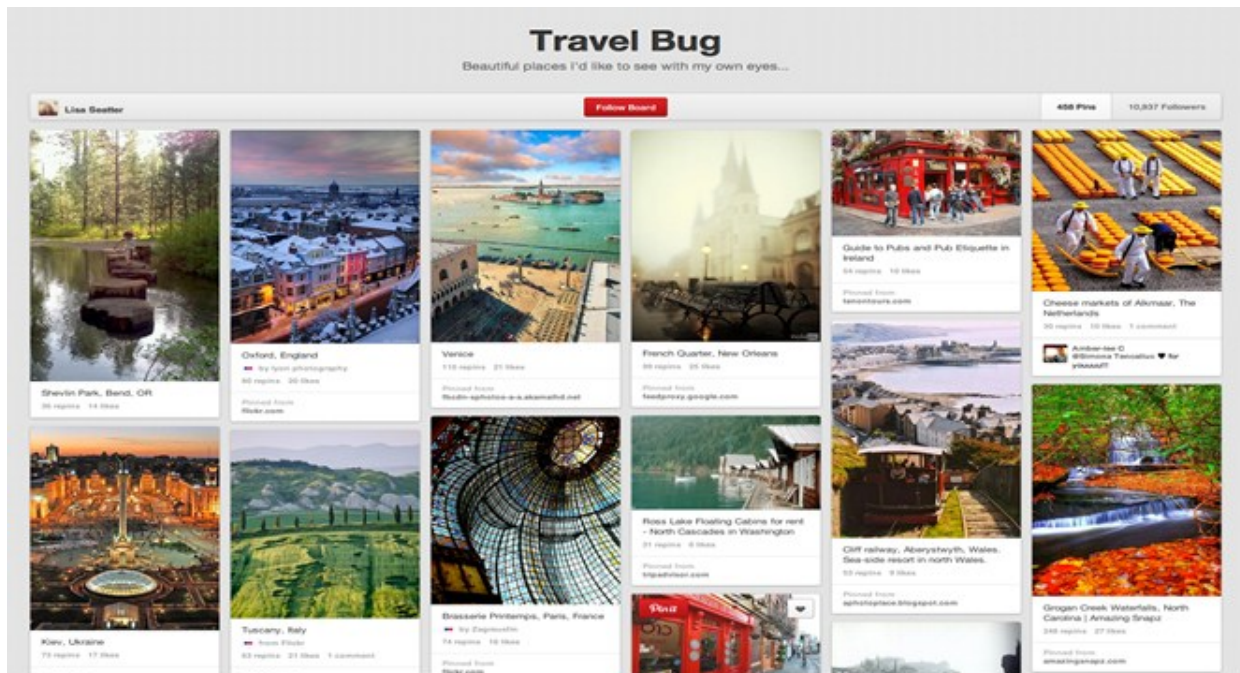
received favorable coverage in hundreds of publications worldwide, including The New York Times, The Wall Street Journal, The Los Angeles Times, The Daily Mail, The Australian, The Times of India, and The New Zealand Herald, which described it as the “web’s hottest social property.”

7. Pinterest’s popularity has established it as a major force in social media.

Photographers, designers, artists and other professionals use Pinterest to promote their work and to expose new audiences to it. Companies like The Gap, Macy's, Nordstrom, Neiman Marcus, and Saks Fifth Avenue promote their products and their brands on Pinterest. Publications like *The New Yorker*, *Conde Nast Traveler*, and *Time Magazine* maintain **PINBOARDS** to share images, reach new audiences and draw people to their websites. Even The White House maintains a presence on Pinterest, where it has nine boards, on topics such as “The First Lady” and “The People’s Pins.”

8. An important element in Pinterest’s success has been the popularity of its **PIN IT** button, which appears on hundreds of thousands of domains across the Internet, including some of the biggest names in on-line retailing, from Amazon to Zappos. The **PIN IT** button sits alongside content on a website. When a visitor clicks on the **PIN IT** button, he or she can easily add that content to Pinterest.

9. Pinterest has made a particularly big splash when it comes to travel. Pinterest users have posted more than 660 million **PINS** in Pinterest's “Travel” category to date. Many people use Pinterest as a travel-planning tool – for example, to collect inspiration for upcoming trips, such as shown below.



10. Given the popularity of Pinterest in the area of travel, many airlines promote themselves on Pinterest, including American Airlines, Southwest Airlines, Virgin America, Virgin Atlantic, Air France, Air New Zealand, and Cathay Pacific. Many hotel and resort companies also promote themselves on Pinterest, including Four Seasons Hotels and Resorts, Hilton Hotels and Resorts, Omni Hotels and Resorts, The Ritz Carlton and Airbnb. Travel planning companies and travel media outlets likewise promote themselves on Pinterest, including Travel + Leisure, Conde Nast Traveler, BBC Travel, Travel Channel and Lonely Planet.

11. Pinterest's overwhelming success since it launched has been widely reported in the media. Below are excerpted press mentions in the U.S. and elsewhere around the world. (Print-outs of these articles are attached as Exhibit B.)

Date	Article
7 May 2011	Article in The International Herald Tribune - "In a New York loft, young workers find common ground; Studiomatics collective is at

Date	Article
	forefront of new way of doing business"; states that a speaking series at Studiomates <i>"has included the founders of media and design companies like Kickstarter, Pinterest and Sypplly"</i> .
26 July 2011	Article in Independent Extra - "Hobbies for the hipsters; Internet Tumblr has changed the art of collecting by offering its users an easy way to curate their interests"; states that Pinterest is a gallery similar to Tumblr and includes the quote <i>"An unexpected benefit of Pinterest is watching what gets reblogged - it's like market research without having to do anything"</i> .
27 August 2011	Interview in The Daily Mail online – quote by artist and textiles designer: <i>"Pinterest is like a visual Twitter: you can create mood boards and follow others – it's a great way to see what people are into."</i>
22 October 2011	Article in The Liverpool Daily Post & Echo Ltd - "Browsing Around"; references "Pinterest, online pinboard - http://pinterest.com " in connection with "Alternative social networks".
30 October 2011	Article in The Telegraph online – “The 20 Best Interior Blogs” of which Pinterest is listed as one and described as a “sudden craze”.
13 November 2011	Article in The Independent online - "The Insider: Keeping your bookmarks up to date"; recommends various design blogs and states in relation to Pinterest: <i>"Pin it down. The blog at Pinterest (blog.pinterest.com), the addictive socially networked visual pinboard, is a good intro to the site. Try the pinterest slot, where you can swot emerging fashions and style it out like a pro"</i> .
21 November 2011	Article in The Huffington Post online – “The Most Creative, Inspirational Apps and Gadgets”, in which the author explains that

Date	Article
	Instagram photos can be shared on Pinterest.
1 December 2011	Article in The Telegraph online - Revealed: what people look at on your Facebook page"; states "Mashable reported that <i>"the study used the webcams of 30 participants to record their eye movements as they were shown profile pages from Facebook, Google+, LinkedIn, Flickr, YouTube, Klout, Reddit, Digg, tumblr, Twitter, StumbleUpon and Pinterest at 10-second intervals. What participants looked at on each page and in what order" was then recorded"</i> .
2 December 2011	Connect iCrossing Blog – ‘Pinterest: The Latest Social Media Hype’ discusses the workings and merits of Pinterest and includes the quote “...unarguably, the greatest benefit is brand awareness”.
15 December 2011	Article in The Daily Mail online – “Revealed: Most Popular Google Searches of 2011...”, in which Pinterest is listed as the fourth most “fast-rising search”.
15 December 2011	Article in The International Herald Tribune - "Dear Santa, here's the link to my wish list"; includes Pinterest as a website that can be used to create lists which can then be emailed to family and friends and states <i>"Pinterest. As the name suggests, this service acts as a virtual pin board, on which people can save items that catch their eye online. The site is designed with the understanding that in their daily zigzag around the Web, people stumble across cute trinkets, interesting books, iPad cases and pieces of furniture that they might wish to consult later. Pinterest allows them to save the interesting items, and even organise them into sets, including holiday wish lists. In addition, Pinterest users can follow one another's wish lists to keep an eye out for gift ideas"</i> .
15 December 2011	Article on The Web Marketing Group website – “How to use

Date	Article
	Pinterest as a Link Building Resource”, which contains the quote: “...a great new platform and community which groups great websites in specific niches”.
20 December 2011	News Reach Blog – “Pinterest is of interest to online marketers”, which contains the quote “there’s a new social network quietly making big waves...and brand marketers are starting to take notice”.
9 January 2012	Article in The Telegraph online - "What's ahead for tech start-ups in 2012"; under the heading "Deeper social networks", states "Pinterest, a social bookmarking service popular with female design fans, already has over 3m active users if figures are to be believed".
9 January 2012	Article in Guardian Unlimited - "Apps Rush"; includes Pinterest and states "Pinspiration. Pinterest is the buzzy new social service of the moment, and now Windows Phone users have an unofficial app to access it. Pinspiration lets you browse and post to Pinterest from the device. "
18 January 2012	Content and Motion Blog – pits Facebook against Pinterest and states “With only the likes of Facebook, YouTube and Twitter above them, it looks like we could have an entity, deservedly dubbed ‘the next big thing’ in social media”.
24 January 2012	Article on PC Advisor online – “How to Prepare your Business for Pinterest”. Cites its “booming popularity” and states that “Pinterest is a site your business should have on its radar”.
26 January 2012	Article in The Telegraph online – reviews the Pinterest app for iPhone and comments that it “complements the service nicely”.
28 January 2012	Article in The Guardian - "Weekend: Starters: What you like" - includes the quote "Pinterest is a vast photosharing website, a

Date	Article
	<i>playground of visual feasts, both fun and inspirational</i> ".
30 January 2012	Article in The Financial Times online – lists Pinterest as the “ <i>next big thing</i> ”.
9 February 2012	Article in The Huffington Post online – “Top Eight Pinterest Tips”.
16 February 2012	Article in The Huffington Post online – “Pinning Down Creative Social Media: Pinterest Reaches 11 Million Users”, states “ <i>with just two years of development under its belt, small company Pinterest is making wave after wave on the entrepreneurial world wide web.</i> ”
20 February 2012	Article in The BBC online – “Pinterest – Hot New Network or Another Quora?”, states “ <i>it has suddenly become the hottest property on the web</i> ”.
20 February 2012	Article in The Independent online – “Board of the Internet? Try Pinterest”.
22 February 2012	Article in The Guardian online – “Why Pinterest Isn’t Just For Girls”, labels Pinterest “ <i>the latest social media hot thing</i> ”.
27 February 2012	Article in The Metro online – “Pinterest By Numbers” describes Pinterest as “ <i>the latest website generating a buzz</i> ”.
28 February 2012	Article in The Telegraph online – “Pinterest: The New Hit Social Network Explained”, states that “ <i>Pinterest has been the most talked about social network of recent weeks</i> ”.
7 March 2012	Article in Financial Times online – “Pinterest Gets Interesting”.
9 April 2012	Article in The Daily Mail online – “Pinterest Now The Third Most Popular Social Media Network Beating LinkedIn and Tumblr”
17 May 2012	Article in The BBC online – “Pinterest To Get \$100m Boost from

Date	Article
	Rakuten”.
17 May 2012	Article in The Daily Mail online – “When Will the Bubble Pop? Now Pinterest is Valued at \$1.5 billion After Just a Year”.
9 August 2012	Article on BBC online – “Pinterest Opens Site To All, Stops Invite-Only Policy”.

12. Pinterest has won several industry awards. These include being awarded the "Best New Startup of 2011" by the internet and technology website TechCrunch. In the 2012 Webby Awards, Pinterest won in the Best Social Media App category and also received the People's Voice Award for best functioning visual design. The Webby Awards are presented annually by the International Academy of Digital Arts and Sciences for excellence on the internet, and represent one of most prestigious awards a website can win. The 2012 awards attracted some 10,000 entrants from over 60 countries.

13. On May 22, 2013, Pinterest held an invitation-only partner event in New York, USA. Representatives from various international brands and marketing agencies were invited to this event, including the General Manager of Information Technology for travel advisors Lonely Planet, based in Footscray, Victoria. There were approximately 300 attendees at the event, at which speakers addressed the creation of Pinterest, analysed users' interests based on their use of the Pinterest website, and looked at new enhancements, partner tools and partner case studies. An article written by Tom Edwards, a digital marketing executive, who attended the event, can be found at <http://blogs.imediaconnection.com/blog/2013/05/23/1st-pinterest-partner-event-recap/>.

14. In February 2013, the *Wall Street Journal* reported that Pinterest attracted more than 48 million visitors worldwide in December 2012 alone.¹ In a July 2013 study, the French social media firm Semiocast estimated that Pinterest had 70 million users worldwide, and was continuing to add millions of users each month.²

15. A recent study of social networking sites based on numbers from social login provider Gigya reveals that Pinterest is the leader in e-commerce sharing. Of posts containing content originating on a retail website, forty-one percent (41%) appear on Pinterest, as opposed to Facebook (37%), Twitter (17%), or Google+ (2%).³

16. By virtue of Pinterest's extensive use and promotion of Pinterest's **PIN** Family of Marks, Pinterest has established valuable goodwill in these marks, and the public has come to associate Pinterest's **PIN** Family Marks with Pinterest. As such, the public has come to recognize the **PIN**-prefix as an indication of goods and services that originate from or are affiliated with Pinterest.

¹ See <http://online.wsj.com/article/SB10001424127887324900204578286274194291126.html>.

² See Semiocast study at: http://semiocast.com/en/publications/2013_07_10_Pinterest_has_70_million_users.

³ See ReadWrite, July 18, 2013 at: <http://readwrite.com/2013/07/18/watch-out-facebook-why-google-and-pinterest-are-gaining-as-social-rivals#awesm=~ocx6BdoaWtELG1>.

Applicant and Applicant's Application

17. Applicant filed the Application on December 4, 2012 based upon its alleged use of the purported PINTRIPS mark in interstate commerce. Applicant claims to have first used the PINTRIPS mark in commerce on June 1, 2011.

18. Applicant offers its services through its website at <http://pintrips.com/>. Pintrips describes itself as a "personal travel planning dashboard" where users collect, compare and share information about flights. The service emphasizes collaboration with others, and encourages users to "invite friends, family or co-workers to add, discuss, and coordinate flights." If Pinterest is a social media bookmarking service for all types of media, including information about travel and flights, Pintrips is a social media bookmarking service for information about travel and flights exclusively.

19. Founded in August 2011 – around the same time that Time Magazine named Pinterest one of the 50 best websites of 2011 – Applicant needed a way to distinguish itself from other travel planning services. Rather than adopting its own unique name, however, it instead adopted PINTRIPS, which is confusingly similar in appearance, sound, and commercial impression to **PINTEREST**. Additionally, Applicant's mark incorporates Pinterest's **PIN** mark and mimics Pinterest's **PIN** Family of Marks. As such, PINTRIPS appears to be one of Pinterest's **PIN** Family of Marks as it shares the **PIN** prefix and, as detailed below, is used in connection with services that are identical or closely related to the goods and services of Pinterest.

20. Applicant's application covers the following services: "*Advertising services, namely, promoting and marketing the goods and services of others in the field of travel via print*

*and electronic media; On-line price monitoring and adjusting for customers of travel related purchases; Providing travel management services" in International Class 35 and "Arranging and coordinating travel arrangements for individuals and groups, namely, destinations stays, honeymoons, family vacations, and destination weddings; Coordinating travel arrangements for individuals and for groups; Making travel and excursion arrangements for bands and orchestras; Organisation of travel; Organizing travel for others; Providing an on-line searchable computer database featuring information on travel; Providing information, news and commentary in the field of travel; Providing links to web sites of others featuring travel; Providing travel information to travelers regarding fares, timetables and public transport; Travel and tour information service; Travel guide and travel information services; Travel route planning" in International Class 39 ("Applicant's Services"). Applicant's Services are identical or highly related to the goods and services offered under Pinterest's **PIN** Family of Marks which Pinterest has registered, applied for registration of or in which Pinterest possesses common law rights, or, at a minimum, are within its natural zone of expansion. In light of this, it is clear that Applicant adopted its purported mark in order to trade off of the goodwill of, or at least create an association with, Pinterest's **PIN** Family of Marks in the minds of the relevant consumers.*

21. Applicant's intention to appropriate the goodwill of Pinterest's **PIN** Family of Marks is further evidenced by its use of a "Pin" button that allows users to add content from third party websites directly to users' dashboards, which is confusingly similar to Pinterest's own **PIN IT** button. The parties' respective buttons are shown below.

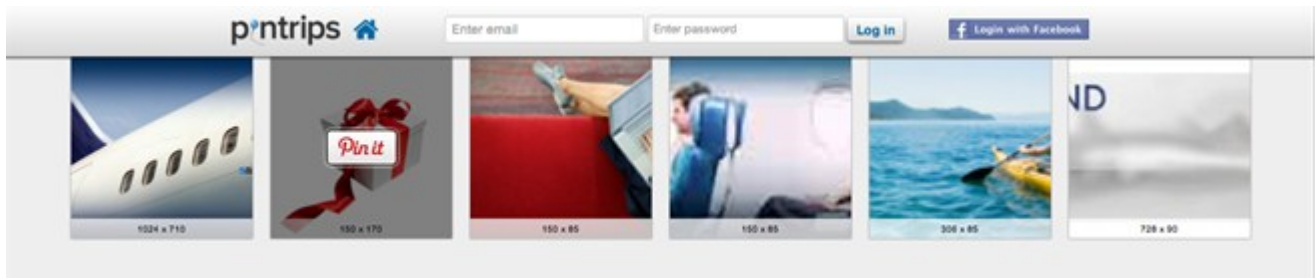


Pinterest's PIN IT button



Pintrips's PIN button

22. Further, the Pinterest's and Applicant's respective marks have appeared in close proximity, which only heightens the likelihood of confusion. For instance, use of the Pintrips service in conjunction with the Pinterest bookmarklet has caused Defendant's PINTRIPS banner to appear immediately above Plaintiff's PIN IT button, as shown below in an example from the Delta Airlines website.



23. As discussed above, Pinterest's **PIN** Family of Marks have acquired a reputation as uniquely identifying Pinterest's goods and services in the social networking field. Further, due to the presence of travel service providers who have Pinterest pages through which they advertise their services and provide information relating to travel and flights, and the large amount of content posted from travel and travel-planning sites, consumers are used to seeing Pinterest's **PIN** Family of Marks used in connection with travel and travel-planning services. Accordingly, Applicant's claims to " *Providing information, news and commentary in the field of travel; Providing links to web sites of others featuring travel* " (International Class 39) are identical or highly related to Pinterest's goods or services covered under Pinterest's **PIN** Family of Marks or, at a minimum, are within its natural zone of expansion.

24. As a result of Pinterest's widespread and significant popularity, Pinterest's **PIN** Family of Marks are famous and well known to consumers, and were famous and well known before June 1, 2011, the date of first use in commerce claimed in the Application.

Grounds for Opposition

25. Applicant's application was filed on December 4, 2012 and is based upon use of the purported PINTRIPS mark in commerce. Applicant claims to have first used the mark in commerce on June 1, 2011.

26. Pinterest's effective filing dates and/or first use of Pinterest's **PIN** Family of Marks, including but not limited to **PINTEREST**, predate both Applicant's June 1, 2011 first use date as well as Applicant's December 4, 2012 filing date, and thus Pinterest's rights are senior to those of Applicant.

27. Applicant's purported PINTRIPS mark, which is the subject of Applicant's application, is confusingly similar in appearance, sound, and commercial impression to Pinterest's **PINTEREST** Mark.

28. Applicant's purported PINTRIPS mark, which is the subject of Applicant's application, is confusingly similar to Pinterest's **PIN** Family of Marks.

29. Applicant's Services are identical or are highly related to the goods and services listed in Pinterest's registration and applications identified in this Notice of Opposition.

30. Upon information and belief, Pinterest's goods and services offered under Pinterest's **PIN** Family of Marks are likely to be offered, promoted or sold in the same channels of trade as Applicant's Services.

31. Applicant's registration of the purported PINTRIPS mark in connection with Applicant's Services is likely to cause confusion or mistake or to deceive, and will deceive and mislead the trade and the purchasing public into believing that Pinterest is the source of Applicant's Services, that Pinterest sponsors, approves or endorses Applicant's Services, that

Applicant is authorized, licensed or controlled by Pinterest, or that Applicant is a division or subsidiary of, or is in some way related to Pinterest - which is not the case.

32. Applicant's purported mark, "so resembles a mark registered in the Patent and Trademark Office, or a mark . . . previously used in the United States and not abandoned, as to be likely, when applied to the goods of the applicant, to cause confusion, or to cause mistake, or to deceive" 15 U.S.C. § 1052(d).

33. Pinterest's **PIN** Family of Marks are famous and are therefore entitled to a high degree and wide zone of protection.

34. Pinterest's **PIN** Family of Marks became famous prior to June 1, 2011, the date on which Applicant claims to have first used the purported PINTRIPS mark in commerce.

35. If Applicant's PINTRIPS mark is allowed to register, it will cause a likelihood of dilution by blurring and tarnishment of the distinctive quality of Pinterest's **PIN** Family of Marks.

36. The similarity of Applicant's purported PINTRIPS mark and Pinterest's **PIN** Family of Marks creates an association with Pinterest's **PIN** Family of Marks that "impairs the distinctiveness of [Pinterest's] famous [**PIN**-Family of Marks]." 15 U.S.C. § 1125(c)(2)(B).

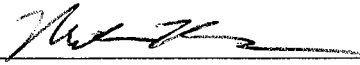
37. The similarity of Applicant's purported mark and Pinterest's **PIN** Family of Marks creates an association arising from the similarity between Applicant's alleged mark and Pinterest's **PIN** Family of Marks that "harms the reputation of [Pinterest's] famous mark." 15 U.S.C. §1125(c)(2)(C).

38. If Applicant is permitted to register its purported PINTRIPS mark in connection with Applicant's Services, consumer confusion and dilution of the distinctive quality of Pinterest's **PIN** Family of Marks resulting in damage and injury to Pinterest would be caused and would result by reason of the confusingly similar nature of Applicant's purported mark and Pinterest's **PIN** Family of Marks. Furthermore, any misrepresentation, objection or fault found with Applicant's Services promoted or sold under its purported mark would necessarily reflect on and seriously injure the reputation that Pinterest has established through its long and continuous use of Pinterest's **PIN** Family of Marks.

39. If Applicant is granted registration of its PINTRIPS mark, it would thereby obtain at least a *prima facie* exclusive right to use its purported mark. This would be a source of further damage and injury to Pinterest.

For these reasons, Pinterest respectfully requests that this Opposition be sustained and that registration of Application Serial No. 85793784 be refused.

Respectfully submitted,

By: 

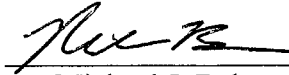
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Date: November 1 , 2013

Attorneys for Opposer

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing **NOTICE OF OPPOSITION** was served via First Class Mail on attorney for Applicant, Julia Spoor Gard, at Barnes & Thornburg LLP, 11 S. Meridian Street, Indianapolis, Indiana 46204-3535, on this 1st day of November, 2013.

A handwritten signature in black ink, appearing to read "Michael J. Bales", is written over a horizontal line.

Michael J. Bales

Exhibit A



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Pinterest

Word Mark	PINTEREST
Goods and Services	IC 042. US 100 101. G & S: Providing a web site featuring technology that enables internet users to create, bookmark, annotate, and publicly share data. FIRST USE: 20100301. FIRST USE IN COMMERCE: 20100301
	IC 045. US 100 101. G & S: Internet-based social networking services. FIRST USE: 20100310. FIRST USE IN COMMERCE: 20100310
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85255217
Filing Date	March 1, 2011
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 6, 2012
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	4145087
International Registration	1140599

Number**Registration
Date**

May 22, 2012

Owner(REGISTRANT) PINTEREST, INC. CORPORATION DELAWARE 808 Brannan Street San Francisco
CALIFORNIA 94103**Assignment
Recorded**

ASSIGNMENT RECORDED

**Attorney of
Record**

Karen A. Webb

Type of Mark

SERVICE MARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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Exhibit B



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Copyright 2011 International Herald Tribune
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The International Herald Tribune

May 7, 2011 Saturday

SECTION: FINANCE; Pg. 14

LENGTH: 1403 words

HEADLINE: In a New York loft, young workers find common ground;
Studiomates collective is at forefront of new way of doing business

BYLINE: BY DAVID HOCHMAN

BODY:

ABSTRACT

The Studiomatics collective is at the forefront of an innovative new model for doing business as its members interact offline.

FULL TEXT

On a rainy Tuesday last month, in an all-white office space in New York City, a blogger known as Swissmiss traded productivity tips with some visiting creative strategists. "Our own mini-TED," she said, half-joking, referring to the high-profile technology conference.

Across the room, a prodigious young culture curator, whose Brain Pickings blog has managed to attract fans as disparate as Pee-wee Herman and professors from the Massachusetts Institute of Technology, was posting about "must-read books on the art and science of happiness." Two Web developers from a company called Fictive Kin joked about Russian spammers. A ZZ Top song was playing. The office puppy was napping. A clipboard was going around for lunch orders.

As a group, the writers, Web designers, illustrators and social media figures who share the Studiomatics collective in New York have about a half-million followers on Twitter and many more on their blogs, Foursquare accounts and Facebook pages.

Yet it is the offline interaction - the group lunches, the whiteboard brainstorming sessions, the Friday beer parties - that puts Studiomatics at the forefront of an innovative new model for doing business.

In a New York loft, young workers find common ground; Studiomatics collective is at forefront of new way of doing business *The International Herald Tribune* May 7, 2011 Saturday

It turns out that 140 characters in a Twitter post cannot compete with 26 characters in a loft.

Five years ago, a group like Studiomatics probably would not have been a group at all but rather two dozen strangers in search of a Wi-Fi signal at Starbucks.

The 26 members, who each pay \$500 a month for a desk, are mostly engaged in independent projects in unrelated fields and have no practical reason to work together. But as the new-media pundit Clay Shirky said at the South by Southwest conference in March, "we systematically overestimate the value of access to information and underestimate the value of access to each other."

"Sure, we could all be home doing what we do, but why would we?" Tina Roth Eisenberg (aka Swissmiss) said as the others clacked away at their MacBooks. "I just like being around nerdy creative people all day long. It helps make sense of all the information coming at us."

Studiomatics is an especially information-oriented bunch and an influential one, too. In addition to her Swissmiss blog and Twitter following of 200,000, Ms. Eisenberg is the founder of Creative Mornings, a popular monthly speaking series that has young designers in four cities talking.

Jason Santa Maria, 32, a graphic designer and the kind of free-thinking creative type who makes magazines for people who make Web sites, has more than 175,000 Twitter followers.

The three graphic designers from Workshop, all based at Studiomatics, create much of the printed material for the TED Conferences and the New York Philharmonic.

Maria Popov (@Brainpicker to her 60,000 Twitter followers) delivers a steady stream of wonders and high-minded divertissement, like deep-space photography and Lego art, and recently began blogging for *The Atlantic*. Her impact score on Twitalyzer, an independent research group that tracks Twitter influence, puts her in the 99.9th percentile; she ranks higher than Anderson Cooper, Sarah Palin and Justin Timberlake.

Even the two Studiomatics dogs, Pinky and the sleepy Mr. Toast, are on Twitter (albeit with fewer followers than Ashton Kutcher).

"The move to co-working is a move from a culture of me to a culture of we," said Rachel Botsman, the author of "What's Mine Is Yours: The Rise of Collaborative Consumption."

"People are looking to express their individualism but want to do it in a more social way," she said. "They've experienced how to do that virtually on Twitter, Facebook and elsewhere. Now they're looking for that face-to-face interaction."

The number of co-working spaces like Studiomatics has roughly doubled worldwide over the last year, said Joel Dullroy, an editor at *DeskMag*, an online co-working magazine. In North America, the number increased to 342, representing a growth of 16 percent between October 2010 and February 2011, Mr. Dullroy said.

New York City alone has dozens of co-working spaces, like Pizza Island, the all-female collective of cartoonists in the Greenpoint section of the borough of Brooklyn, and New Work City, an exposed-brick den of freelancers in the Little Italy neighborhood, open to anyone who can obey the simple house rules outlined by Tony Bacigalupo, a founder of the space: 1. Show up; 2. Bring some work to do; 3. Don't be a jerk.

Not surprisingly, the earliest adopters of co-working came out of Silicon Valley. In 2005, Brad Neuberg was a freelance software programmer in San Francisco when he created the first co-working space in the Mission District there.

The San Francisco Co-Working Space, which has since closed, had a group-friendly atmosphere (clustered desks,

In a New York loft, young workers find common ground; Studiomatics collective is at forefront of new way of doing business The International Herald Tribune May 7, 2011 Saturday

hangout areas, lots of coffee) common today at places like Independents Hall in Philadelphia and Dogpatch, which provides desk space to aspiring entrepreneurs in Cambridge, Massachusetts; New York; and San Francisco.

"The giggle factor was high in the beginning because people always assumed you either worked for yourself or you worked in an office," Mr. Neuberg said.

Today, even those who dabble in co-working have options. A "jelly" is the term for a free meet-up that brings freelancers together at a cafe or other public site on days when a housecat's company is simply not enough. Web sites like Deskwanted, Loossecubes and Deskttime connect independent workers with shared spaces by the day, week or month for a fee.

At lunch at Studiomatics one day last month, most of the members gathered over takeout cartons at a communal table with a group of smart-looking visitors from M_ss_ng P_eecs, a creative agency in New York City. The guests were invited as part of a speaking series that has included the founders of media and design companies like Kickstarter, Pinterest and Supply.

It was hard to get a word in. The group's conversation moved from negative comments posted on YouTube to "miracle berries" that turn the taste of sour foods to sweet to why Ms. Popova was walking around barefoot (she was raising awareness for Toms's One Day Without Shoes campaign, she said). Nobody was checking e-mail.

"This is the first time I've had community at work," said Ms. Popova, who also has a full-time job as Insight Patternist at TBWA Worldwide. She splits her time between Studiomatics and the TBWA office, as the advertising agency "sees the value of my being in an environment where I can keep a finger on the pulse of creative culture and tech," she said.

Much of the content for her blog and Twitter feed comes from the casual conversations at Studiomatics. "The day-to-day distraction level may be slightly higher," Ms. Popova said. "But in terms of the influx of the building blocks of productivity - ideas, story tips, the interesting people who come in - an environment like this is priceless."

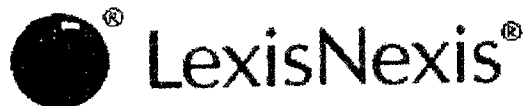
If the emphasis is on ideas at Studiomatics, the focus at General Assembly, another co-working space in the city, is money. The 20,000-square-foot, or 1,858-square-meter, "campus," which opened three months ago and is already booked to its 100-seat capacity, has presentation rooms sponsored by Skype, sleek communal worktables and a list of free agent members including Chris Maguire, a founder of Etsy; Amanda Hesser, the former New York Times food writer and a founder of the Food52 cookbook project; and Chris Hughes, a founder of Facebook and coordinator of online organizing for Barack Obama's 2008 presidential campaign.

One night recently, attractive young entrepreneurs in custom sneakers and expensive eyewear typed at work stations as a lecture room filled for a talk about online advertising by Jeff Jarvis, the blogger and professor. In addition to its shared office spaces, General Assembly has dozens of classes and lectures each week, many open to the public.

"It makes me feel like I'm back in college," said Carter Cleveland, 24, who graduated from Princeton University in New Jersey in 2009. He runs a startup art gallery Web site called Art.sy, whose investors include Eric Schmidt, the Google executive chairman, and Jack Dorsey, a creator of Twitter.

The draw, he said, was being around "smart, connected, excited people who all want to change the world with the next big thing. It's completely inspiring."

LOAD-DATE: May 6, 2011



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Independent Extra

July 26, 2011 Tuesday
First Edition

SECTION: VIEWSPAPER; Pg. 10

LENGTH: 1566 words

HEADLINE: Hobbies for the hipsters;
Internet Tumblr has changed the art of collecting by offering its users an easy way to curate their interests - whether snow globes or dogs in hats. By Anna Leach

BYLINE: Anna Leach

BODY:

The human urge to amass rubber bands, garden gnomes and novelty snow globes has filled many a bottom drawer, mantelpiece and garage. Collections can be minor afflictions or life-consuming hobbies that lead to nothing but arguments with loved ones.

But where reason and divorce threats often fail to move these little pile-ups of knick-knacks, something else has already started shifting all this stuff - the internet. In the past three or four years, the contents of our scrapbooks and garden sheds have made their way online.

As well as putting our music, documents and holiday snaps up on the net, we're now sticking up all the weird stuff that we like to collect too. And yes, that includes snow globes - see Tumblr blog Ooh! Snowglobes.

Ten years ago you needed fairly decent computer skills to get a blog off the ground. Even five years ago, to customise a blog provided by sites like Wordpress or Blogspot, some knowledge of how to use HTML and other programs was required.

But since easy-blogging site Tumblr started in 2008, a wealth of bizarre but brilliant image blogs have sprung up cataloguing everything from beer labels to Lady Gaga's outfits. Introducing the notion that a single picture could count as a blog post, Tumblr has ushered in a whole new genre of websites - Tumblrs - that focus on collections of pictures, videos and sound files. There are 23 million and counting.

Gems such as DogsInTopHats, BagsInTrees, HipsterPuppies, and ThisIsWhyYou'reFat have brought painstakingly curated photos of dogs in top hats, plastic bags in trees and doughnut and fried chicken sandwiches to the web.

Hobbies for the hipsters; Internet Tumblr has changed the art of collecting by offering its users an easy way to curate their interests - whether snow globes or dogs in hats. By Anna Leach Independent

"The visual nature of Tumblr makes it ripe for creative expression," says Katherine Barna who handles communications for Tumblr, "and there's the ability to easily connect with other users over shared interests."

Because you're interested in it, it's likely someone else will be too. And with Tumblr's comment, and reblog features - that other person can comment on your pictures, send you more of them and spread your stuff all over the internet.

What people collect online is a lot more ambitious and random than what they can collect in the real world. You don't need to buy it and you don't need to negotiate with your significant other about putting it in the garage. So online collections go way beyond stamps.

James Enloe has a blog where he collects pictures of characters in movies wearing wristwatches, a screenshot of Clint Eastwood's Rolex being a typical entry. Enloe notes that Eastwood's GMT Master "Root Beer" Rolex has made a cameo in (at least) Firefox, Tightrope and In The Line of Fire. It's a collection that couldn't exist without the internet. Or at least without the watch community as empowered by the internet.

"The watch community, that's the juice behind the blog," James says of WatchesinMovies.info "I receive about a half a dozen submissions a week from viewers who see a watch in a movie and take the time to grab a screenshot and send it my way."

The blogging platform may be recent but nerdy obsessions with stuff are as timeless as ever. Where James loves wristwatches, Jon Chonko gets excited by sandwiches. His Tumblr blog about them has just been made into a book. He explains:

"I think I've always been interested in sandwiches. At least as long as I've been noticing food. There's so many memories in sandwiches and they're an strong emotional trigger."

The unique angle of his blog - Scanwiches - is to slice the sandwiches in half and scan a cross-section of them on the office scanner. Great news for sandwich fans. Bad news for the guy from IT.

"I started doing as many as three to five sandwiches a day - scanning my co-workers' and my own. Now I average about one or two a week. I think the biggest factor for me has been the response. People who follow the blog really love seeing the sandwiches being shown off. I get requests and stories from fans, tales about sandwiches they've fallen in love with as children... Those are the things that really motivate me to keep it up. I also eat a lot of sandwiches."

Jessica Steeber's photo collection of light fittings is partly done for pleasure. But it's also a professional tool that helps her as an interior designer and magazine editor. She does it on Pinterest - a gallery site similar to Tumblr:

"I have always had an interest in lights" she explains "and I've loosely considered creating a line of my own. So this for me was a way to start cataloguing what I'm attracted to, what's available, and what other people are attracted to. An unexpected benefit of Pinterest is watching what gets reblogged - it's like market research without having to do anything."

Collections can be more than just a pastime for geeks - sometimes they make important points about the society they come from.

Sarah Wood, the curator of the V&A Museum of Childhood mentions an example from the world of museums - how the changing accessories of Action Man over the course of the decades speak of more than just toy design: "In 1960s America, anti-war sentiment about the conflicts in Vietnam and Korea moved some parents away from giving children toys of violence, and an anti-war toy movement developed. Some war-related toys such as Action Man were subsequently demilitarised, to become more general adventure figures."

Hobbies for the hipsters; Internet Tumblr has changed the art of collecting by offering its users an easy way to curate their interests - whether snow globes or dogs in hats. By Anna Leach Independent

"Many toy designs branched out into sci-fi and fantasy, with wars in space (such as Star Wars) becoming more acceptably disassociated with violent conflicts on earth."

The average Tumblr blog might not depict tectonic cultural shifts like that, but societal commentary can be seen. Edith Zimmerman's photo blog- Women Laughing Alone with Salad (at TheHairpin.com) says something the nature of the relationship between women and food - particularly in advertising images.

Meanwhile, Stuff Hipsters Hate deconstructs modern youth culture and AwkwardStockPhotos has much to say about the stories the media try to tell and the ridiculous pictures they require to illustrate them, i.e. at what point does a naked man racing a chimpanzee along a beach help tell a story?

And maybe even Ooh! Snowglobes has a story to tell too: the recent boom in online collections could have been fuelled by the recession as much as new technology. Paul Martin, author of Popular Collecting And The Everyday Self believes that people are more drawn to collecting ephemera in times of financial insecurity.

Martin says there was a burgeoning of personal collecting during the last slump in the 1980s - "a period of 'bling', avarice and showy material ostentatiousness". He thinks that the desire to collect ordinary stuff was a reaction from those who got the tough end of the 1980s, people who lost out in Thatcher's Britain.

"The collecting of the ordinary and everyday was a defence or coping mechanism which people used to navigate uncertainty and anxiety in a rapidly changing world. Our sense of self and identity is vested in the material culture of the everyday because it validates what we have been at a time when we are told to forget the past and adapt to a changing future.

"What might seem to be the material flotsam and jetsam of everyday life, for some people is emblematic of the process of change. It is collected as an outward reassurance to oneself and a testimony to the world that they have existed."

By letting us piece together the flotsam of the internet, Tumblr helps remember who we are. And also that sandwiches are great.

Five of the finest Tumblr collections

Things Organized Neatly:

thingsorganizedneatly.tumblr.com

What is it? TON is a collection of items photographed, as the name would have it, neatly. Be it watch parts laid out into a cascading formation or a set of nails, screws and joints. The site is overseen by Indianapolis designer Austin Radcliffe, of whom The New York Times said he: "Seems less intent on collecting objects than on collecting images of collections."

Dead TVs:

www.deadtvs.com

What is it? A visual collection of that common urban sight - the battered old television set left out on the street in the hope that someone will come and deal with it. It appears to be run anonymously, but closer inspection reveals it to be affiliated with pop culture webzine Chimpomatic. Though silly, the site highlights both our conspicuous consumption of consumer goods and their short shelf life. What use is a broken old television?

Pretty Colors:

Hobbies for the hipsters; Internet Tumblr has changed the art of collecting by offering its users an easy way to curate their interests - whether snow globes or dogs in hats. By Anna Leach Independent

prettycolors.tumblr.com

What is it? Here various users submit their favourite internet colour codes which are reproduced as a large block of solid colour. Run by a Tumblr staff member, it's oddly beautiful and works not just as an internet meme but as a handy resource and source of inspiration for anyone working with colours, from graphic designers to painter/decorators.

We Have Lasers:

www.laserportraits.net

What is it? Speaking of silly internet memes, this collection is of questionable use, but is very funny. It relates to a generic laser background that American schoolkids could append to their school portraits. The user-submitted pictures from the Eighties and Nineties are endearingly nerdy. The site has recently featured in Newsweek and on Late Night with Jimmy Fallon where Chris Evans showed off his own snap.

It's All About the Bacon:

bacoubaconbacon.tumblr.com

What is it? The web's premier collection of bacon-related ephemera from pictures of "bacon roses" to pop culture reformatted in a bacon context, 500 Days of Bacon, anyone?

LOAD-DATE: July 25, 2011

MailOnline

Interiors: The new covers girl

By Clare Nolan

UPDATED: 20:00, 27 August 2011

With her thoroughly modern mix of fresh textiles, designer Fi Douglas proves that floral prints needn't mean chintz

Click on an image for prices and stockist details



Fi in the sitting room with a chair covered in fabric from her first collection - Meadow (£80 a metre)

Artist and textiles designer Fi Douglas has been developing her extraordinarily pretty but entirely modern floral interiors collection for the past four years, having graduated from Glasgow School of Art six years ago. The 30-year-old lives with her husband Phillip and their two cats in the West End area of Glasgow, in a home that reflects every aspect of Fi's design approach – that of creating limited-edition printed textiles with a fresh, lively sense of painterly panache. Here, YOU takes a closer look...

Fi Douglas, tel: 07713 744542, bluebellgray.co.uk

How would you best describe your work?

It's uplifting, young and sophisticated. I wanted to create something new by using my own paintings as the basis for textile prints.

Your design ethos?

I'm a big believer in the idea that design is life-changing. What surrounds you makes a big difference, and I am therefore definitely about feel-good design.

What are your influences?

I have always been aware of my environment – I grew up in the Scottish Highlands in Fort William with these incredible lochs and mountains, and astonishing views. I now live in a city and try to bring that wild Scottish aspect into where I live now.

Your key design lesson?

To treat the sofa, chair or cushion like a piece of art. Print and colour can look modern or plain, but will always add a punchy 'greatness', and can be used in abundance or in moderation depending on your preference.

Are you a collector?

I can't help myself. If I go somewhere – anywhere – particularly on holiday, I will always come back with a memento, such as hammam towels from Turkey or ceramic pots from Morocco.

What could you never be without?

My kettle – I drink far too much tea.

What are you currently reading?

The Guernsey Literary and Potato Peel Pie Society by Mary Ann Shaffer – a great story about correspondence between a writer and people living on Guernsey during the Second World War.



What can you see from your windows?

From my bedroom window at the front I can see a little garden with a cherry tree that looks amazing in the spring when it's in blossom, and the street.

What would you change?

I would swap the kitchen cupboards for more open shelving – I have so many gorgeous pots and jugs and want to have them out on display.

Your chill-out music?

Ray LaMontagne and anything slightly folkie and soft – I also like Mumford & Sons and Paolo Nutini.

What do you do when you get home?

Have a cup of tea and, if I have time, I read a magazine or book. Then I cook dinner.

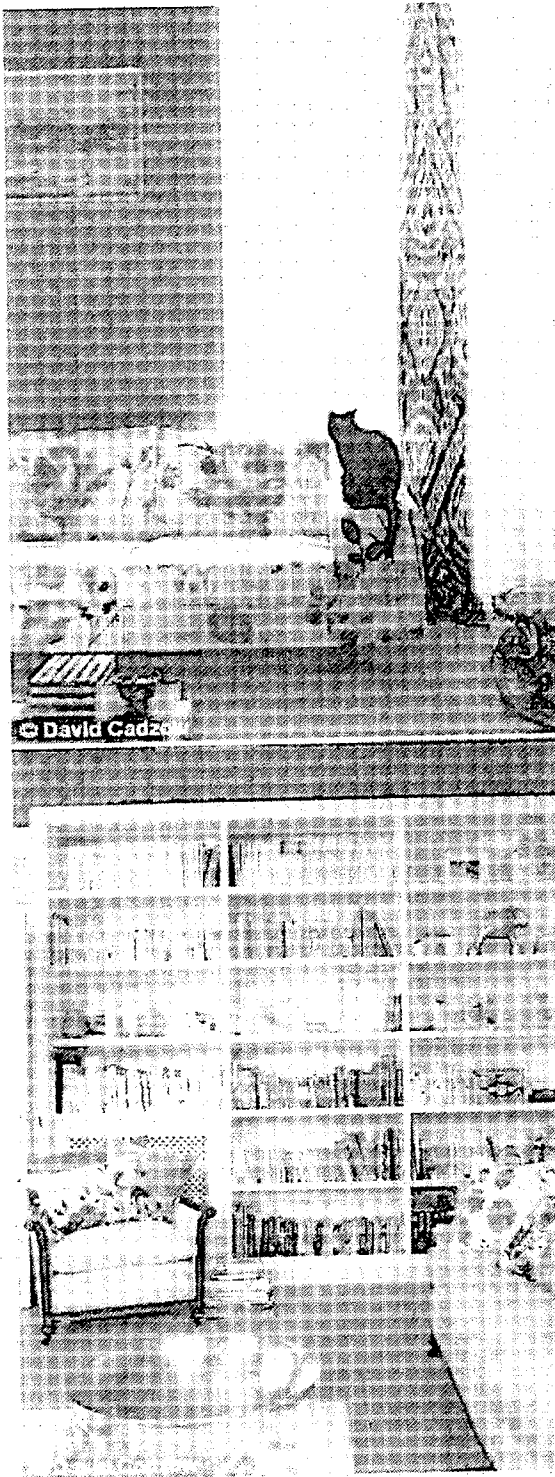
What's your idea of luxury?

Time. I never have enough to spend with my husband. I would also paint more, but just for me and for fun.

And your motto?

I have to say that it is as William Morris said: 'Have nothing in your house that you do not know to be useful, or believe to be beautiful.'

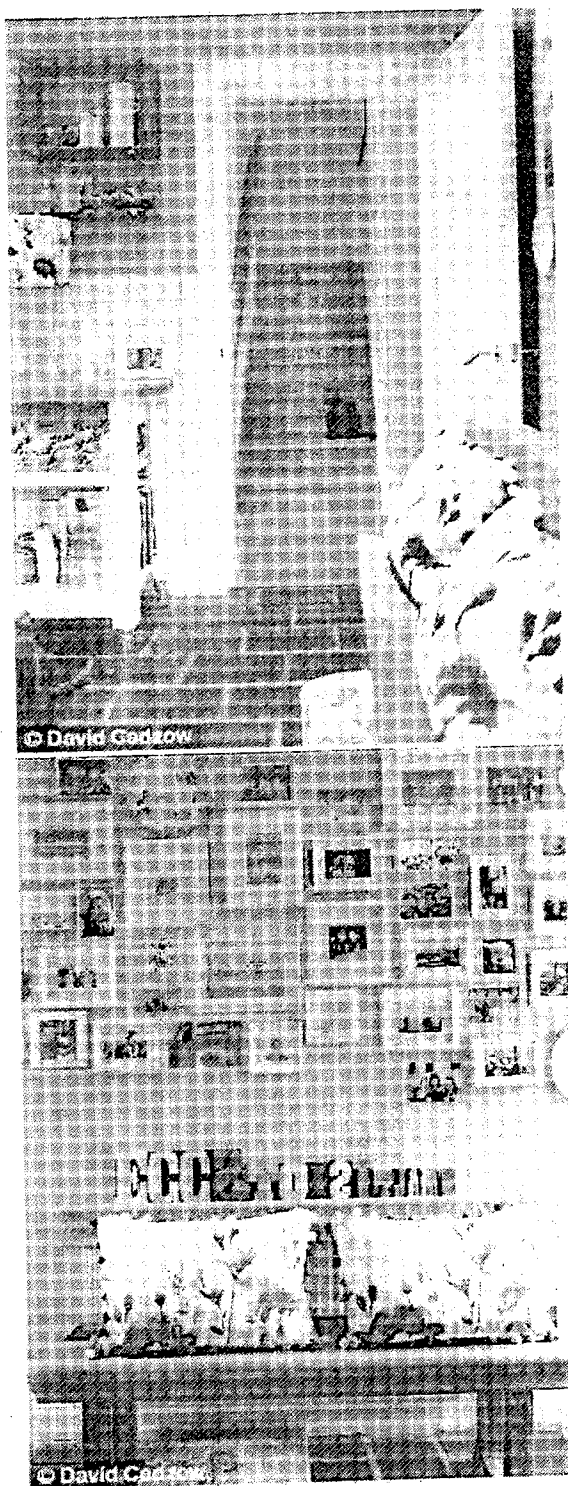
Words - Sarah Stewart Smith



'I take a real painting and translate it directly to fabric – the digital printing technique allows me to use an unlimited number of

colours, and this is one of the reasons why the fabric retains its painterly quality'





FI's FAVES

FASHION



Anything by Mulberry – I love their Britishness and use of print. DRESS (right), £595, Mulberry, tel: 020 7491 3900, mulberry.com.

FRAGRANCE

I am a fan of candles, especially Jo Malone's. They fill the room with a fabulously subtle scent – I don't like home fragrance to be overpowering. Her new scent is so me! Wild Bluebell, 45-hour burn time, £38, tel: 0870 034 2411, jomalone.com.

COLOUR

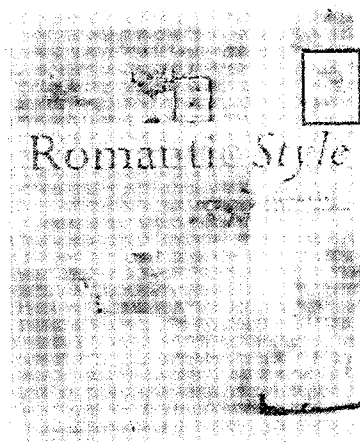
It's a personal thing – the right combination can be uplifting. My all-time favourite mix is blue and turquoise with a touch of white. With paint, I always go for Farrow & Ball: Estate Emulsion in Pitch Blue (1, right) and Blue Ground (2), each £29.50 for 2.5 litres, tel: 01202 876141, farrow-ball.com.

MY NEXT BIG-TICKET ITEM

A rug. I am hoping my budget will stretch to The Rug Company. Liberty rug (right) by Marni, £3,334 for 274cm x 183cm, tel: 020 7229 5148, from therugcompany.info.

BLOGS

Designsponge.com and pinterest.com are my regulars. I love Designsponge for its before-and-after makeovers of old pieces, such as fireplaces. Pinterest is like a visual Twitter: you can create mood boards and follow others – it's a great way to see what people are into. I'm going to start a blog of my own soon.



STYLE BOOKS

Romantic Style by Selina Lake and Sara Norman (left), and *Modern Vintage Style* by Emily Chalmers – she is a collector and her style is not all matchy-matchy (both Ryland Peters & Small, £19.99). To order a copy for £17.99 each, with free p&p, call the YOU Bookshop on 0843 382 1111 or visit you-bookshop.co.uk



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Daily Post (Liverpool)

October 22, 2011 Saturday
North Wales Edition

SECTION: FEATURES; Pg. 12

LENGTH: 50 words

HEADLINE: BROWSING AROUND

BODY:

Alternative social networks? Flixster, for movie buffs - flixster.com ? Plurk, for sharing with friends - plurk.com ?
Jaiku, quite like Twitter - jaiku.com ? Pinterest, online pinboard - <http://pinterest.com> ? Instagram, for photo lovers -
<http://instagram.com> ? Quora, questions and answers - quora.com

LOAD-DATE: October 22, 2011

The 20 best interiors blogs

Some of the best interiors inspiration is now to be found online. Gareth Wyn Davies rounds up our favourite blogs.

Interiors blogs that inspire Photo: EMILY ROBERTSON

By Gareth Wyn Davies

7:00AM GMT 30 Oct 2011

Abigail Ahern

Ahern's white-text-on-black-background blog looks as dramatic as the zeitgeisty interiors that she creates. Like them it is also intimate, with chatty tips (illustrated with lots of arresting pictures) on everything from hanging art to 'zoning' space, as well as trends and tricks of the trade. abigailahern.wordpress.com

Apartment Therapy

No top 20 would be complete without that behemoth of blogs/forums, Apartment Therapy. Despite its size and reach - and it really is huge, with dizzyingly frequent updates, and posts from around the world - it retains a sense of community. It's primarily pictorial, with the main feature being House Tours of hipsters' homes, though it mixes these with practical tips. apartmenttherapy.com

The Beat that My Heart Skipped

'A blog dedicated to daily design inspirations' reads the sub head. Which roughly translates as 'nirvana for rubbernecks'. The aesthetic is pretty catholic: one day it might be an austere simple Georgian country house, the next something mid-century modern in the south London suburbs. thebeatthatmyheartskipped.co.uk

Ben Pentreath

It's not just Ben Pentreath's interiors shop in Bloomsbury, London, that we've fallen in love with; we're huge fans of his charming blog and even more charming parsonage in Dorset, too. Gratifyingly for nosy types, the parsonage and its enchanting cottage-style garden often crop up in said blog. He's a cultured so-and-so, is Pentreath, and even his most chatty posts have an erudite but self-deprecating edge. benpentreath.com/inspiration

Bodie and Fou

Karine Candice is a French expat living in London who shares her inspirations, life and all-round creative ingenuity with the world via this blog. Go to the My Home section and sigh at the beauty of her residences (note the plural there). Then click on other links to check out the wonders she's worked in different rooms - the naff old kitchen cupboards that she has transformed with black paint and a stainless-steel worktop, the charcoal-grey daughter's nursery, the old pallet turned into a chic (no, really) coffee table. bodieandfou.blogspot.com

Decor8

Decor8 is the name on virtually every other interiors blogger's blogroll, and with good reason. In six years it's become such a popular design resource that its American founder, Holly Becker, now has a bestselling spin-off book to her name and is a regular on the lecture circuit. decor8blog.com

Emma's Designblogg

This Stockholm-based blogger is nothing if not prolific. You could lose yourself for hours in all her archived pages. There aren't too many words (and those that there are, are English rather than Swedish), just photograph after photograph of beautiful interiors best described as Scandi-rustic. A must for anyone seeking design inspiration or simply to get out of chores. emmas.blogg.se

Famille Summerbelle

If you didn't know that Julie, the Frenchwoman who blogs (in English) under the name Famille Summerbelle, was a designer of prints, textiles and interiors accessories, you'd guess pretty sharpish. The way that photographs are artfully grouped according to their subjects' form, pattern or colour is a bit of a giveaway. Fans of the artist Rob Ryan would do well to follow the link on the blog to a shop selling her work. famillesummerbelle.typepad.com

Habitually Chic

'Glamorous Lives & Stylish Places' is the tagline to this utterly compelling blog from a New York interior designer, a woman of unashamedly uptown taste, both modern, slightly Mad Men uptown and the more traditional. She'll post photos of everything from the late Jackie O's swag-tastic Fifth Avenue apartment to her own well-stocked dressing-room. Yes, it's that fabulous. habituallychic.blogspot.com

Jonathan Adler's Musings

Slightly bonkers musings (or what he calls 'deep and not-so-deep thoughts from the brain of Jonathan Adler') that take in all manner of subjects, from the importance of the colour orange to, erm, his obsession with pill-shaped homeware. It's gloriously madcap and just a bit camp, as you might expect from the king of modern-kitsch interiors.

jonathanadler.com/blog

Katy Elliott

A must for anyone who has ever dreamt of restoring an old home, or is in the throes of doing so. It's written by an interiors journalist who is slowly but lovingly bringing a 260-year-old place in New England back to life. Expect regular updates about historically correct shutters and fireplaces, along with photographs of freshly Farrow & Ball'd rooms, and other home-related stuff besides. kateelliott.com/blog

Lonny

OK, not strictly speaking a blog, but this bi-monthly online magazine earns its place in our list for one very good reason: its visual appeal makes it just as addictive as all the rest of them. From some of the people behind the late, lamented American interiors magazine Domino, it showcases the nattiest homes Stateside - bright, quirky, and often bearing distinct shades of the 1960s and 1970s. Beware one great, though quite possibly dangerous, tool: hover your mouse over something that catches your eye in a featured interior and it will tell you where you can buy the very same or similar. lonnymag.com

Miss Moss

No, not that Miss Moss, but a South African champion blogger called Diana who says simply that she 'likes sharing rad things that are nice to look at'. The living section, featuring often breathtakingly beautiful houses, is pure joy. missmoss.co.za

My Friend's House

A joint venture between two friends/interiors writers from south London. They've an unerring eye for the tastefully offbeat and cover everything from foreign fleamarkets visited to the rights and wrongs of black wall paint. They're not shy of posting photographs of their own homes every now and then, generally when pondering some decorating dilemma. Will one of the friends go with the fabulous Cole & Son Palm Leaves wallpaper in her hall? Will

the other ever find the perfect grey paint for her sitting-room?
myfriendshouse.wordpress.com

The New Victorian Ruralist

James Snowden is an interior decorator, shopkeeper and, as he styles himself, 'blog curator' based in Kentucky. This last might sound a teeny bit precious, but don't let it put you off. He's a blogger of few words but many beautiful pictures of things that have caught his eye - furniture and curios that are gently distressed, and interiors of an almost ethereal stillness. It is all seductively soulful and makes you want to hop on a plane to visit his shop with a fistful of dollars. finderskeepersmarketinc.blogspot.com

Obsessilicious

Griffo, the graphic designer behind this largely pictorial blog, is a typography nut and ardent fan of modernism - the mid-century Scandi sort not the cold, clinical kind. Cue lots of photographs of warmly textured interiors, especially at the end of the week when he uploads his 'Friday Feast' of the houses and rooms he's currently drooling over. Watch out, too, for the odd guest appearance by his Swansea flat whenever he and his boyfriend take delivery of an Eames classic to add to their not inconsiderable collection. obsessilicious.blogspot.com

Pinterest

How best to sum up the sudden craze that is Pinterest? Erm, weird but also kind of addictive? More forum than blog in the truest sense, it describes itself as an online pinboard, which sort of says it really. It's like Facebook for people who are really into their moodboards and are narcissistic enough to think that the rest of us care what they're digging at the moment. Which we do, of course! Keep posting, people, and we'll keep muttering to ourselves, 'What was she thinking when she decided to "pin" those awful glass-decanter light shades?'
pinterest.com

Print & Pattern

One woman's obsession with surface pattern in blog form. It doesn't matter whether it's wallpaper, fabric, tableware, illustrations or stationery - if it bears a cool print, the cuter the better, you can guarantee she'll be on to it. printpattern.blogspot.com

The Selby

Toddy Selby captures creative types from around the world at home or in their studios, and his phenomenally successful blog (we're talking 55,000-plus-hits-a-day successful) has spawned a whole genre of similar studiedly unstudied interiors photography. His shoots are still far and away the best, in our opinion. theselby.com

SF Girl by Bay

Slightly cryptic name for what is a brilliant blog. Victoria Smith, the San Francisco girl in question, describes herself as 'a photographer, stylist, design junkie and fleamarket queen'. Think airy interiors with a modern-bohemian bent. sfgirlbybay.com

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THE
INDEPENDENT

Independent.co.uk

November 13, 2011 Sunday 12:00 AM GMT

SECTION: INTERIORS

LENGTH: 299 words

HEADLINE: The Insider: Keeping your bookmarks up to date;

BYLINE: Kate Burt

BODY:

If you like to scour interiors magazines for ideas - or just for house porn - it's worth updating your online library, too, as the design blogs keep getting better. Maybe you already know names such as Decor8, Design*Sponge, Retro to Go or BrightBazaar (if not, do). But here are some more I recommend bookmarking...

Nose around

Etsy, the hand-made/ vintage marketplace, also has a top blog, etsy.com/blog/en. Love its weekly Get the Look slot (sellers show off their creative pads and, at a click, let you buy their style). New York Magazine's Design Hunter (nymag.com/homedesign), almost a blog, is also ace for nosing.

Rubbish collection

Part personal scrapbook (covering shed-pimping, junk-collecting and hand-made weddings), part practical craft and upcycling tips, Artemis Russell's junkaholique.com is perfect for makers and flea-market fans.

Reality show

Ever find interiors writing po-faced? Yearn for more tell-it-like-it-is? Myfriendshouse.wordpress.com is your answer. Beside beautifully edited style picks, it chuckles at gruesomely smug graphic art and (its own) messy bedroom

The Insider: Keeping your bookmarks up to date; Independent.co.uk November 13, 2011 Sunday 12:00 AM GMT

floor. I also love catalogliving.net; you'll never look at a styled photoshoot in the same way.

Pin it down

The blog at Pinterest (blog.pinterest.com), the addictive socially networked visual pinboard, is a good intro to the site. Try the pinterest trend slot, where you can swot emerging fashions and style it out like a pro.

Ideas in store

Discover colourful new designers at howkapow.blogspot.com; the couple behind the shop of the same name specialise in showcasing new talent. For French-tinged chic, bodieandfou.blogspot.com (also a store) is good, while hisforhomeblog.com (by the owners of vintage shop, H is for Home) champions retro chic.

Find Kate's blog on affordable interiors at yourhomeislovely.com

LOAD-DATE: November 14, 2011

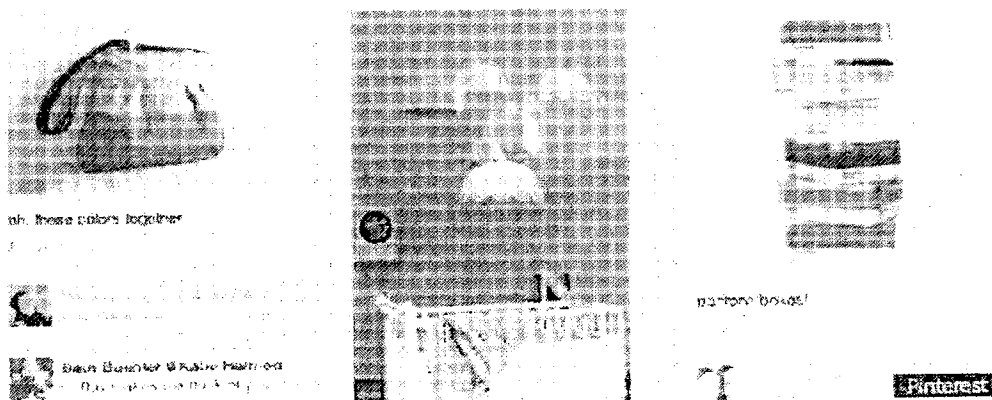
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19 November 2012



The Most Creative, Inspirational Apps



First Posted: 21/11/11 15:09 Updated: 13/12/11 09:04

The winter months are now very much upon us, the halls are being decked and mince pies are being eaten. It is now the season where we will be stuck inside, potentially with relatives, and one of the best ways to pass the time is by using creative apps. Fortunately, there's an app for that. In fact, there are many, many apps for getting creative. We've found five we look forward to whiling away the chilly hours with:

The [UDraw Game Tablet](#) and [Inkling by Wacom](#) are both gadgets that will draw out your creativity into your Wii, Xbox 360 and Playstation3 and allows you to colour in, "paint" your own children entertained while you scoff mince pies, and a great way to develop your art cut-and-past kit is retired.

The [Inkling by Wacom](#) is a professional device that would also be welcomed by the drawn illustrations as you draw them, during your drawing surface into a kind of digital canvas.

Sharing is built into everything we do online now, and [Instagram on the iPhone](#) is the perfect app for those there are people who want to see your worst Christmas present or your awesome gaudy most jaundiced post-Christmas mug look eerily beautiful.

Once you've loaded your Instagram photos, you can also share them on [Pinterest](#), the perfect app for your life. Or, more positively, destroy the tedious pockets of boredom that linger around the pinboard of beautiful images, or add your own Instagram snaps.

At the end of a meal, once the kids are fiddling with their gadgets, sit down with a v Matteo Pericoli. This one's for London lovers, people who adore the Thames-side I. shows what you could achieve on the Inking if only you ate fewer mince pies, and su

uDraw GameTablet™

1 of 6



PLAY

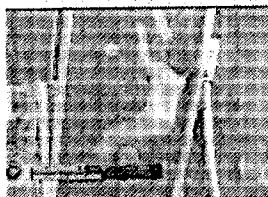
SHARE THIS SLIDE

Watch artist David Kassan shows off his skills using the uDraw GameTablet™.



Related Videos

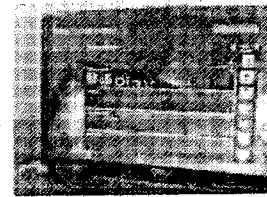
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Gadgets That Keep You Healthy



CES 2012: Kevin Pereira's Top Gadget Picks



Shufflr Web Video Viewing App Demo

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Pinterest: The Latest Social Media Hype

Fri, Dec 2, 2011 | Posted by [Modestos Siotos](#) in [Digital Marketing](#), [Natural Search](#), [Social Media](#)

Hello there! If you are new here, you might want to [subscribe to the RSS feed](#) for updates on this topic ✕

It was less than a month ago when my colleague and fellow marketer [Dani Fernandez](#) pinged me an email with the awkward title 'Pinterest', which at first seemed like a misspell rather than something that actually panned my interest! The content of the email was just a link pointing to [Wil Reynolds](#)'s blog, where this [post](#) was discussing the potential SEO value of Pinterest – a social pinboard where people could share and tag content in a visually aesthetic way.



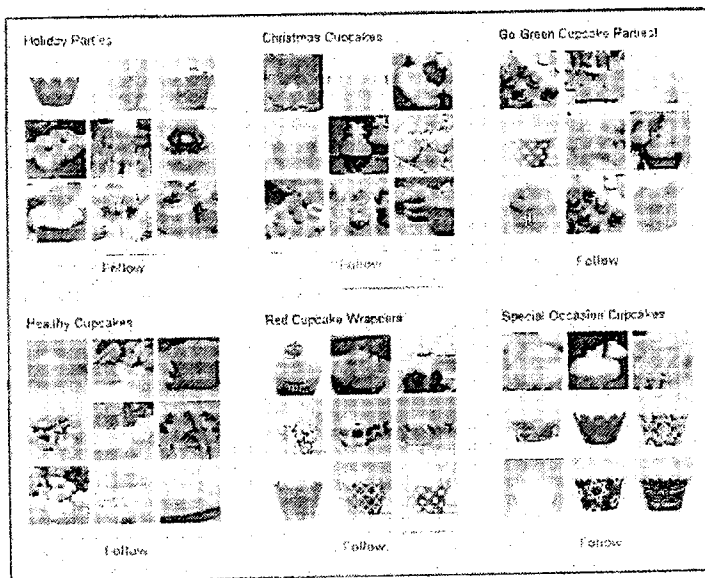
As expected from most professionals within the digital media industry, "new", "revolutionary" and "innovative" social media services emerge on a weekly basis, so separating the wheat from the chaff is necessary, although quite difficult. The main reason for that difficulty is that regardless of what an individual's opinion is with regards to a new online service, what really matters is the reaction of the online community, which very often is contrary to many experts' opinions.

Nevertheless, during the next few weeks the terms 'Pinterest' and 'pin it' were standing out more than anything else meaning that the relatively new service is gaining momentum quite rapidly. An obvious question would be whether there is any real need for another social media service, given that with Facebook, and Twitter have already been established and Google continuously trying to increase its Google+ market share by slowly and steadily incorporating it into the search giant's organic listings.

What Is Pinterest?

It is a pinboard site that allows users to discover new things which have been cherry-picked (or pinned) by others and grouped together into collections (boards). In other words, users can browse other users' collections and get inspiration and ideas. In plain web jargon it can be said that it is another bookmarking service with some very distinct characteristics that make it unique.

People are going to Pinterest to get inspiration for the most important life projects, which correlate to the most important purchasing events in their life.



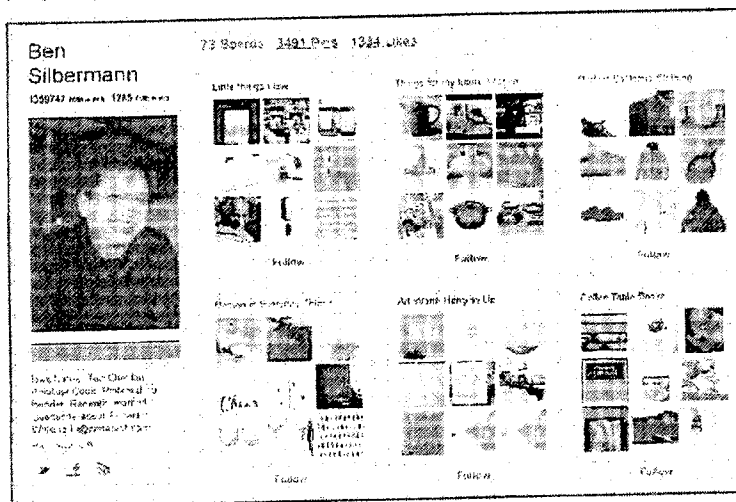
According to Ben Silberman, co-founder of Pinterest:

"People are planning their vacation, they are redecorating their home, they are planning their wardrobe... They are going to Pinterest to get inspiration for the most important life projects, which correlate to the most important purchasing events in their life."

According to Douglas MacMillan from Bloomberg Businessweek, Pinterest, has become the favorite website of moms, do-it-yourselfers, home cooks, brides-to-be and others with an estimated 70% of its users being women.

How Does Pinterest Work?

Pinning web pages is relatively easy and a pinned entry (or pin) consists of an image and a description. The image can be chosen from any site on the web and the description needs to be added by the user who pins the content. Pins can be added into various thematic collections (boards), which can be shared not just with friends but with everyone using the Pinterest network. Appealing entries can then be re-pinned by other users, which will increase their visibility. Pins can even be shared on Facebook and Twitter.



What Makes Pinterest Different?

There are quite a few things that make Pinterest stand out such as:

- It combines common features from Twitter, Facebook, Flickr and Google+ in a rather natural and self-explanatory way. It allows for comments, likes and repins, which are similar to retweets. It is possible to follow users – like on Twitter, in order to receive real-time updates of what the people you follow are doing.
- It is not just another platform to chat with friends, workmates, schoolmates etc. Its real power is that it is information driven, as its tagged/bookmarked/pinned content is publicly available.
- Allows for people with similar interests to exchange information, ideas and advice or even get to know each other by sending private messages.
- Its unique visual design gives more emphasis on pictures over text, which makes it appealing since the very first visit.

- It can work in conjunction with Twitter and Facebook allowing users to log in using a Twitter or Facebook account and share pins directly on these social media channels. Pins and boards can be cross-promoted on Facebook and Twitter. Pages can be shared on Facebook as the like button has been integrated into the site.
- It offers a great user experience because it is straightforward and easy to use.

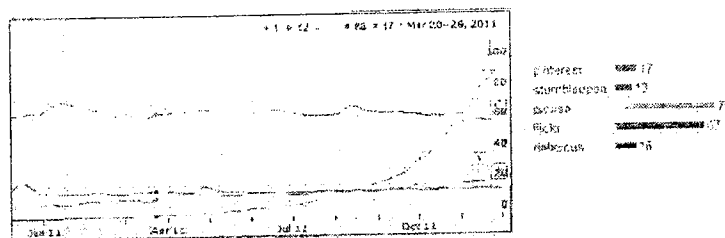


Pinterest Growth

Despite still being an invitation-only service, Pinterest has already over 3.1m users signing in using their Facebook logins. Even though the service doesn't make public its traffic numbers, ComScore estimates that the site grew from 418,000 users in May 2011 to 3.3 millions in October 2011. But what is even more impressive is that according to Techcrunch Pinterest generated 421 million pageviews in the U.S. in October 2011-11-30 which is up by 2,000% since June 2011, when it was at an estimated 20 million. That means that currently, the average visitor browses 128 pages a month!

"Pinterest doesn't release traffic numbers, but ComScore estimates the site grew to 3.3 million users in October, from just 418,000 in May."

Also, Pinterest monthly growth has recently reached an enormous 45%; monthly growth for Facebook during its early days was just 15%. The following graph demonstrates searchers' interest for Pinterest as opposed to other existing and more established social media services during 2011.

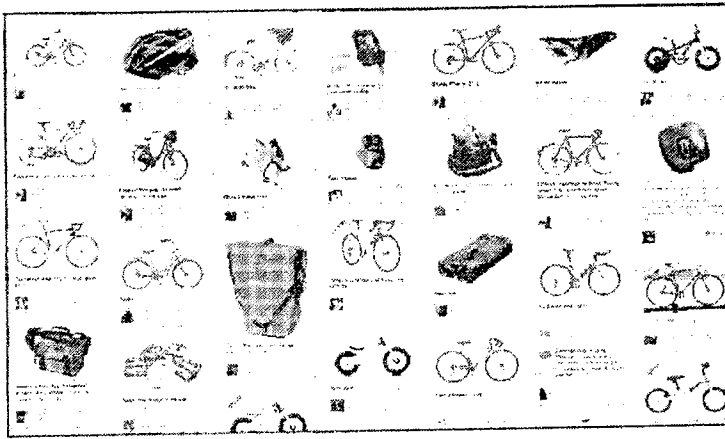


Opportunities For Brands And Businesses

At the moment not many brands seem to be actively involved with Pinterest but this is very likely to change in the forthcoming months as the network keeps growing. It is another way to increase visibility whether an established brand or an emerging SME business without any visibility in Google's SERPs. Therefore, there is traffic and conversion potential for any business, provided that specific services or products get traction.

"People are going to Pinterest to get inspiration for the most important life projects, which correlate to the most important purchasing events in their life."

But unarguably, the greatest benefit is brand awareness, especially if brand-specific boards get pinned over and over again. Increasing brand awareness in a costless and natural way is quite rare in today's digital landscape. In addition, each time pins get repinned, the number of backlinks pointing back to the main site increases, which is an additional benefit. In order to find how many pins appear for a particular website (or brand) just visit <http://pinterest.com/source/yourwebsite.com/> and replace yourwebsite.com. For instance, to view the pins for Evanscycles.com the URL would be <http://pinterest.com/source/evanscycles.com/>



Pinterest Opportunities for Retail/E-commerce Sites

For retail sites, adding a "Pin it" button on each product page is a no-brainer. Adding online catalogs (or collections) of popular, new and best selling products will be very likely to receive traction. In fact, product pages could get picked up, re-pinned and included into other people's boards. Each time that happens, not only particular products could become viral but they would also gain backlinks that will strengthen enormously the product pages and rankings for long tail keywords. New products could be added frequently (e.g monthly) into a separate board which will increase awareness. Nevertheless, several small businesses with limited visibility in Google's organic results, have already joined the new network, with some sites reporting substantial traffic increase attributed to creative Pinterest campaigns. On the other hand, for business with less visually engaging content like this one, Pinterest did not seem to be as successful.

How To Get A Pinterest Invite

One way is to request an invite on the site's homepage. Invite requests at the moment take about 2 weeks to get approved. However, if you ask someone who already has an account on the Pinterest network for an invite, there is less waiting. In case you need an invite please contact me on my Twitter account [@macmodi](#).



Pinterest, social, Social Media

2

Target 27

Like 15

Share 10

Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

☒ Notify me of followup comments via e-mail








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The Telegraph

telegraph.co.uk

December 1, 2011 Thursday 12:03 PM GMT

LENGTH: 269 words

HEADLINE: Revealed: what people look at on your Facebook page;
The profile picture is the most viewed part of any page on a social network, from Facebook to Google+, researchers say.

BYLINE: By Matt Warman Consumer Technology Editor

BODY:

EyeTrackShop, a startup business that runs eye-tracking studies for advertisers, helped website Mashable to find out what users look at across social networks by applying its technology to a range of pages.

The website produced 'heat maps' that show which areas of a page get the most attention, and drew four main conclusions.

It found that profile pictures were the most viewed feature on Facebook, as well as Klout and StumbleUpon, but that on business network LinkedIn job title attracted more attention than the photo.

<image version="c" align="left" refid="2072061"></image>

^{How users view a Twitter profile page}

Mashable also said that "Who you know gets noticed. Even if for no better reason than their placement on the page, people do look at those little thumbnails of friends that appear on many social profiles. You can see this in the data from the Facebook, Google+, Twitter and Klout profiles."

The site also confirmed the accepted wisdom that, across all social networks, content further down a page gets significantly less attention. This effect was less marked on Twitter than on Facebook, however.

<image version="c" align="left" refid="2072062"></image>

^{LinkedIn pages attracted more attention to job titles}

Revealed: what people look at on your Facebook page; The profile picture is the most viewed part of any page on a social network, from Facebook to Google+, researchers say. telegraph.co.uk December 1,

Mashable reported that "the study used the webcams of 30 participants to record their eye movements as they were shown profile pages from Facebook, Google+, LinkedIn, Flickr, YouTube, Klout, Reddit, Digg, Tumblr, Twitter, StumbleUpon and Pinterest at 10-second intervals. What participants looked at on each page and in what order" was then recorded.

LOAD-DATE: December 29, 2011



9 of 24 DOCUMENTS

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The International Herald Tribune

December 15, 2011 Thursday

SECTION: FINANCE; Pg. 19

LENGTH: 653 words

HEADLINE: Dear Santa, here's the link to my wish list;
Basics

BYLINE: JENNA WORTHAM

BODY:

ABSTRACT

A handful of Web sites help create lists that can then be e-mailed to family, friends and distant relatives for their holiday shopping.

FULL TEXT

Although 'tis better to give than receive, as the holiday saying goes, there may be few things more disappointing than ripping off colorful wrapping paper to reveal a tube of gym socks, the oh-so-obviously re-gifted set of scented candles or a CD box set of any kind.

Of course, there have long been tools to quickly cobble together a list of lusted-after items online. Amazon has long been the go-to site to compile a list of coveted books and DVDs that can be shared with friends and family. But while the e-commerce giant is great for those who already know what they want, it falls short when it comes to suggesting unique and interesting items.

A handful of sleek services have emerged to do just that, helping people create wish lists that can then easily be e-mailed to family, friends and distant relatives to help them with their holiday shopping.

Each of these sites is ideal for making last-minute holiday lists, but they can come in handy year-round for any number of gift-giving occasions, including birthdays, weddings, graduations or baby showers.

SupplyWhat if you are interested in a new winter wardrobe, but are not quite sure which pair of boots or coat to add to your list? After signing up for this service, users can find their friends - as well as their favorite shops and boutiques -

Dear Santa, here's the link to my wish list; Basics The International Herald Tribune December 15, 2011 Thursday

to see what products and items they have "liked" on the site. Users can type in generic terms like "gloves" and "wool scarf" and browse through the items that those in their network have saved to their lists, and Svvply will also make recommendations based on the tastes of the people that you follow. Once you spot the perfect camel coat or pair of white leather gloves, you can add it to a holiday gift list. The site also has a rotation of gift guides across a wide range of budgets and categories, like "tech," "booze" and "women's accessories." Svvply also lets shoppers keep track of products and items they come across on other Web sites, and bookmark them to their Svvply account for later perusal.

PinterestAs the name suggests, this service acts as a virtual pin board, on which people can save items that catch their eye online. The site is designed with the understanding that in their daily zigzag around the Web, people stumble across cute trinkets, interesting books, iPad cases and pieces of furniture that they might wish to consult later. Pinterest allows them to save the interesting items, and even organize them into sets, including holiday wish lists. In addition, Pinterest users can follow one another's wish lists to keep an eye out for gift ideas.

HavetoHave Like its brethren, HavetoHave lets people clip and save products found around the Web and assemble them into handy shopping lists. The site lets members find and follow their friends and browse through the items they have saved, either as suggestions to add to their own lists or as a way to get gift-giving ideas. As an added bonus, the service also has a built-in special alert that tells members when an item they have flagged has gone on sale.

WantfulThis is like a virtual personal shopper who finds a selection of items for people on your holiday shopping list. After signing up, shoppers answer a series of questions about the person they are shopping for, describing the relationship to the recipient, their gender and questions about their tastes and preferences, like whether the person enjoys cooking. The site then suggests 16 items in a specified price range, prints a physical book listing the items and either mails or e-mails it to the gift recipient. The recipient then chooses a gift from the list, and the gift-giver is charged the amount. In total, the site offers several hundred gift ideas, with prices starting at \$30 and going up to around \$500.

LOAD-DATE: January 2, 2012

MailOnline

Revealed: Most popular Google searches of 2011 (with Rebecca Black and Apple topping the list)

- Rebecca Black, Hurricane Irene and Google+ topped fastest rising searches
- Justin Bieber was the top celebrity searched
- Steve Jobs, iPhone 5 and iPad 2 were also in the top ten fastest rising

By Beth Steiner

UPDATED: 23:02, 15 December 2011

It's the digital litmus test of what Americans talked about, thought about, and searched in the past twelve months.

Google revealed Thursday its 11th annual Zeitgeist – the people, places, culture, and most-searched terms that shaped 2011.

In the U.S., Rebecca Black – the teenager whose catchy hit Friday garnered millions of hits, late night talk show appearances, and even a record deal – was the most popular search of 2011.

Scroll down for video commemorating this year's top searches



Partying, partying: Rebecca Black, who rose to fame with her YouTube music video Friday, was the fastest-rising search in 2011

Surprisingly, Kim Kardashian didn't rank in the top ten searches in the U.S., though the reality TV star whose marriage to Kris Humphries lasted a brief 72 days.

However, she placed second in the top celebrity search ranking.

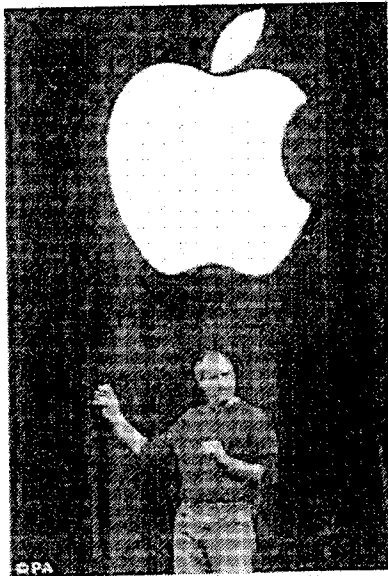
The remainder of the top ten searches reflected a mix of current events, technology, and entertainment – Google's answer to social networking behemoth Facebook Google+ came in second.

Apple was big in the top ten fastest rising searches, with not one but three searches, including iPhone 5, Steve Jobs, and iPad2.



Joyous occasion: The wedding of Prince William and Kate Middleton was one of the biggest searches on Google this year

Hurricane Irene – one of the most destructive and deadliest hurricanes to hit the U.S. since 1980 – ranked third. The storm killed at least 23 people on its destructive route along the eastern seaboard.



Year of Apple: Steve Jobs, iPhone 5 and iPad 2 topped the list of Google searches

More than 5.8million people lost electricity, while flooding destroyed roadways and homes of thousands.

Casey Anthony, the 25-year-old Florida woman charged – and later acquitted – of murdering her two-year-old daughter Caylee, was the seventh most popular.

Searches for 'Casey Anthony' and related searches like 'Casey Anthony Case' grew 2,680 per cent from 2010 to 2011, according to Google.

On a lighter note, the Royal Wedding of Prince William and Kate Middleton was one of the most popular wedding searches of the year, as was the Kardashian wedding.

According to Zeitgeist, Japan was a trending topic in nearly every country – no doubt because of the crippling earthquake and tsunami that struck in March.

The Google zeitgeist list – meaning spirit of the times – is compiled from the searches through Google each year. Individual searchers are not identified.

It's become an annual event for the company – and has quickly been mirrored by social sites such as Facebook and Twitter, both of which share their own 'Top Ten' most shared around Christmas every year.

Google hosts a year-round Zeitgeist page that lets users monitor search terms' popularity over time.

PEOPLE



1. Justin Bieber, *right*
2. Kim Kardashian
3. Lady Gaga
4. Nicki Minaj
5. Casey Anthony
6. Selena Gomez
7. Charlie Sheen
8. Steve Jobs
9. Amy Winehouse
10. Ryan Dunn

FASTEST-RISING SEARCHES



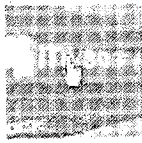
1. Rebecca Black, *right*
2. Google+
3. Hurricane Irene
4. Pinterest
5. Ryan Dunn
6. iPhone 5
7. Casey Anthony
8. Adele
9. Osama bin Laden
10. Steve Jobs

NEWS TOP TEN



1. Hurricane Irene
2. Occupy
3. Japan Earthquake
4. iPhone 5
5. iPad2
6. Libya
7. Osama bin Laden
8. Egypt
9. Casey Anthony, *above*
10. Ron Paul

TOP SEARCHES (FASTEST FALLING)



1. 2010 Calendar
2. Myspace.com, *right*
3. Meebo
4. Mapquest Directions
5. Fifa
6. Limewire
7. Inception
8. Sears.com
9. AT&T Wireless
10. Lost

PEOPLE (FASTEST-RISING)



1. Ryan Dunn, *right*
2. Adele
3. Rebecca Black
4. Ed Sheeran
5. Amy Winehouse
6. Charlie Sheen
7. Steve Jobs
8. Kate Middleton
9. Nicki Minaj
10. Darren Criss

TV SHOWS (FASTEST-RISING)



1. Big Brother 13
2. American Idol, *right*
3. Dexter Season 6
4. X Factor USA
5. Beavis and Butthead
6. Torchwood
7. Pretty Little Liars
8. Celebrity Apprentice
9. All My Children
10. Real Housewives

CELEBRITY DEATHS



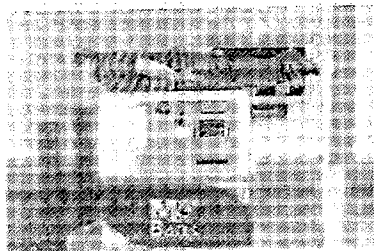
1. Amy Winehouse
2. Ryan Dunn
3. Nate Dogg
4. Steve Jobs
5. Heavy D
6. Randy Savage
7. Mike Starr
8. Jani Lane
9. Joe Frazier
10. Jeff Conway

SPORTS



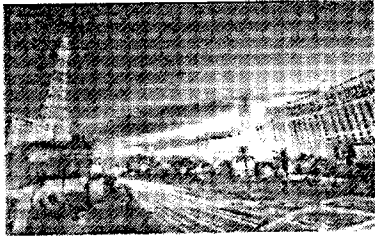
1. Mayweather vs Ortiz
2. NCAA Bracket 2011
3. Dan Wheldon
4. Madden 12
5. Kris Humphries
6. Kentucky Derby 2011
7. NFL Lockout
8. Randy Savage
9. NFL Draft 2011
10. Dirk Nowitzki

'WHAT IS...'(TOP SEARCHES)



1. Love
2. Planking, above
3. Twitter
4. Gluten
5. Skype
6. Dubstep
7. Autism
8. Lupus
9. Gout
10. Google+

TRAVEL (TOP DESTINATIONS)



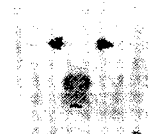
1. Las Vegas, above
2. New York
3. Disneyland Paris
4. Jamaica
5. Orlando
6. Barbados
7. Hawaii
8. Caribbean
9. Florida
10. Cuba

BOOKS (FASTEST RISING)



1. Harry Potter, right
2. Pretty Little Liars
3. Breaking Dawn
4. Romeo and Juliet
5. Vampire Diaries
6. Gossip Girl
7. Alice In Wonderland
8. Water For Elephants
9. Jane Eyre
10. Atlas Shrugged

PETS



1. Dogs
2. Puppies
3. Cats
4. Pitbull
5. German Shepherd
6. Pomeranian
7. Shih Tzu
8. French Bulldog
9. Shiba Inu

10. Sugar Glider

WHERE DO SEARCHERS GO NEXT? THE ANSWER ISN'T FAR AWAY...

Google revealed today WHAT web users are searching for - but where do they go next? The seventh fastest rising news source in the U.S. is the Daily Mail - and it's third in the U.K.

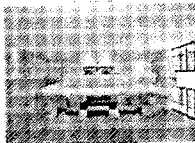
In fact, Mail Online is ranked in the top seven 'destination' sites for news, TV and celebrities - all judged by where people go after Google searches, according to data from search experts Hitwise.

Other British national newspapers failed to make the top ten - except for TV, where the Daily Mirror was placed tenth, data from Hitwise shows. No other online news outlets or TV channel sites made the top three in any of these categories.

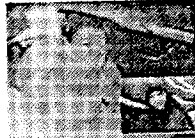


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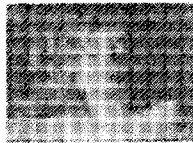
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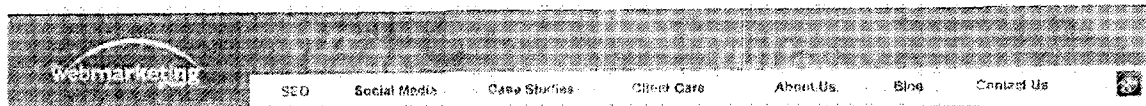
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Making Memorable Infographics the Simple Way

What Makes a Memorable Infographic? Below is a quick guide to creating a simple yet memorable infographic. [more...](#)

WMG Gets Ready for November

Following the success of last year's fast-growing action, WMG is getting ready for another year of the blog. [more...](#)

Google Introduce Disavow Links Tool

Speaking at the Build Conference yesterday, Matt Cutler announced the introduction of the Google Disavow Links Tool which allows webmasters to disavow links that may be harming their site. [more...](#)

WMG Successfully Pivoted a Google Manual Penalty

Following the announcement of a manual penalty against the WebMarketing Group, we sought advice from the Google team. They found that they had been hit with a manual penalty following a thorough backlink profile cleanup. WMG successfully managed to reverse the manual penalty against the site. [more...](#)

How to Recover from the Google Penguin Update

The WebMarketing Group is delighted to announce that recent success in helping affected clients recover from Google Penguin. [more...](#)

How to Use Pinterest as a Link Building Resource

You are here: [Home](#) / [Blog](#) / [How to Use Pinterest as a Link Building Resource](#)

SEOs are trying to come up with new link building techniques all the time, so when a new resource hits the stands you'll either find the SEO fraternity clamouring to get involved.

Pinterest is the new kid on the link building block, providing a great new platform and community which groups great websites in specific niches. For those not familiar with Pinterest, it is like a digital pinboard where people can organise and share their favourite things on the web. These boards are then broken down into specific categories, such as weddings, fashion etc.

But What's This Got to Do With Link Building?

People are making a note of their favourite pages on the web, "so what?" I hear you say. How do I get a link on the new Pinterest homepage? To quote Rafiki, "Look no further..."

People are marking their favourite pages on the web. Then they're filing them in a category. Then other people interested in that category "Like" and comment on that board. Are you with me yet?

All the best resources in one place, categorised by niche.

So, people in your niche have made a list of all their favourite places online. Then other people in your niche who also have their own list of favourite pages, have connected to that board in some way. You are left with a web of great resources, identified by category, to work through. Instead of typing "wedding blogs" into Google or Bing and wading through mountains of results, you are given a much wider variation of sites which are clearly active and which people have been enjoying recently.

Ok, So Spell It Out for Me...

Pinterest gives you an insight into exactly what sites people are loving in your niche and it opens up an incredible array of opportunities to take advantage of from a link building perspective. These include:

- Generating a huge list of sites which you can connect with, write guest posts for and partner with in some way to promote your product/services.
- Getting an insight into exactly what content people are pinning/blog/reading and linking to in your niche. You can use this to create similar content on your own site and promote to get similar exposure.
- Creating your own Pinterest account and building a fantastic resource for people in your niche and somewhere to connect with them. You can use this to develop relationships and brand advocates which will inevitably lead to links.

This, of course, doesn't even take into account the opportunities outside of pure links which Pinterest opens up. As an open social platform where you can identify and interact with people in your niche, there is a huge amount of potential to build strong relationships and gain further exposure that doesn't necessarily have the end goal of building links. But that's for another post.

So forget chasing that unobtainable homepage link and dig a little deeper to discover the great opportunities this new platform has created. Let's get Pinning!

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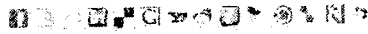
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Pinterest is of interest to online marketers

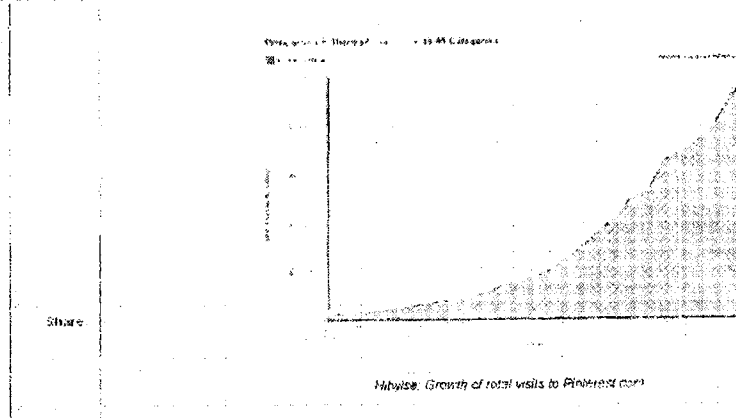
Posted on December 30, 2011 by Karen Webber

There's a new social network quietly making big waves... and brand marketers are starting to take notice.

Yes, ANOTHER social network. But while Google+ with its millions of users – or shall we call them members, as most people with accounts don't seem to actively use them – has entered the social sphere with great fanfare, this one has been happily bubbling away in beta, attracting a crowd of highly engaged users.

Pinterest is, in the simplest form, a virtual pinboard. It's a place where you can stick and categorise all the great stuff you find on the internet. You can also follow the boards of other 'Pinners' (of whom there are about four million) for inspiration, repin stuff to your own boards, comment and 'like' their pins, while your pins can be shared with your Twitter followers and Facebook friends.

Hitwise now places Pinterest among the top ten sites in the category Social Networking and Forums and notes that it attracted 11 million hits in the week up to December 17th. This was nearly 40 times the number of weekly visits it received six months ago. Not bad for a site that is still invitation-only. But then it's probably unsurprising considering co-founder Evan Sharp had to work for Facebook. It's now considered to be worth \$200 million.

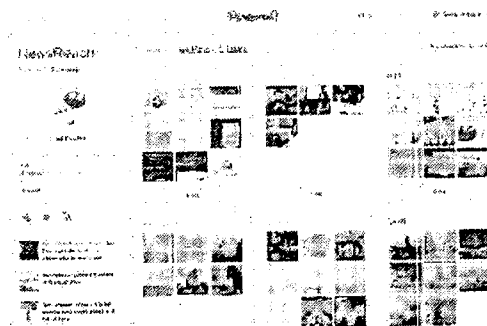


The majority of early Pinners were arty, crafty DIY types who previously typically trawled blogs and saved inspirational images to My Pictures on their computers. I first heard of Pinterest via one such blog, YoungHouseLove, got myself on the waiting list and once I was in, became hooked. The interface draws you in – instead of clicking through pages of images, you can keep loading more pins at the bottom of the page, meaning you can scroll your way deeper and deeper into the Pinterest experience.

Simply put, most people who use Pinterest say it's a little bit addictive. Whenever I decide to take a break from work for a few minutes and check Pinterest, I have to keep my eye firmly on the clock – it's easy to lose HOURS just scrolling, clicking and pinning.

So given that the users are so engaged in the site, it's no surprise that brands are sitting up and taking notice. But Etienne says Pinterest is not to be used purely as a tool for self-promotion. Co-founder Sharp told me that some of the brands that strike the right balance are Whole Foods and the T-Mobile Show. He said they add a little extra to their followers beyond mere promotion of their brand, adding: 'For most consumer brands, the idea behind your brand makes sense on Pinterest.'

In terms of search, Pinterest has some great link juice potential. Every pin links back to the site where the image appears in its original form, creating backlinks. And given Google's focus on rewarding peer-approved content in search results, being pinned is likely to become – if it isn't already – valuable SEO currency.



Ecommerce sites featuring great content and, importantly, images, will also benefit as people who click on pinned pictures will be taken directly to the site where they can buy the product or browse similar items.

We've started pinning stuff we like here at NewsReach – our existing boards consist of interesting infographics and videos, images of the three UK cities where we have offices (London, Manchester and Leeds) and a bit about our brand.

At present, signing up for Pinterest requires an invite from an existing user or else you can request one and go on a waiting list. Get in touch if you would like to try out this social network as I have some invites spare. Or maybe you're on there already? Let us know where to find you so we can follow your boards!

UPDATE – April 2012 Check out how to get started on Pinterest in this post

UPDATE – August 2012 Pinterest is now open to everyone. [Find out more here](#)

Karen Webber

@webber_karen



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What's ahead for tech start-ups in 2012

There's never been a more vibrant time for young technology companies in Europe, and 2012 is shaping up to be a big year for startups, writes Tom Leathes.

Technology in the UK: what's going to happen for tech start-ups in 2012?

By Tom Leathes

11:41AM GMT 09 Jan 2012

As the arts, media and technology converge at a staggering rate, here are some of the biggest technology trends and companies to watch in the year ahead:

And the band played on

The music industry has been changed beyond recognition in the last decade. But anyone thinking the invasion of technology into music is over will need to think again. Last year saw Swedish music streaming service **Spotify** launch in the US, partnering with Facebook and gaining millions of new users in the process; while other streaming services like **Rdio** and **Grooveshark** won fans around the world. These companies have illustrated the potential to engage passionate music fans with great technology products. Berlin based **SoundCloud**, a service for sharing sound clips, have just announced a \$350m investment round, and London-based **Shazam** now boasts more than a hundred million users around the world. With even more exciting new services on the horizon, expect your options for experiencing music to get bigger, better and more social in 2012.

What's on the box?

On-demand TV has already improved our viewing habits. But so far there's been very little integration of TV programmes with social networks – despite a massive amount of activity and debate (just check out the tweets next time *EastEnders* is on). This year, new services will emerge to leverage social networking to help you discover and share more relevant, interesting programmes. A few companies are already making waves – **Zeebox**, **Boxfish** and **GoYo** are key examples. What's more, **Apple's** sure-to-be-soon-announced TV set will likely offer a powerful app platform, enabling developers to build social viewing experiences we haven't even thought possible.

Mining opinions

Despite all the amazing data on the web, it can still be a clunky experience to find relevant recommendations for the best new book, film or restaurant. Meanwhile, millions of opinions are being shared on and off the web, but are quickly lost. Enter a new breed of startups focused on solving this very problem. **Top10**, of which I am CEO, curates opinions into easy-to-digest top 10 lists of various topics, while mobile apps from Digg Founder Kevin Rose (**Oink**), and a team of ex-Googleers (**Stamped**) were also recently released to collect opinions on the go.

Deeper social networks

Facebook and **Twitter** have ruled social networking for the past few years. While they won't be losing ground any time soon, a new breed of services are gaining users by focusing on the areas the giants have left behind. **Google+** is an intuitively designed service with the most powerful backer you can have on the web – and shouldn't be discounted, it's still growing fast. **Path**, a mobile social network, is gaining users at a rate of knots by focusing on smaller, more carefully selected friend networks, and **Pinterest**, a social bookmarking service popular with female design fans, already has over 3m active users if figures are to be believed. Similar services in fashion and other niches are growing too. In 12 months time, you'll find your liking, friending and following happening way beyond just Facebook and Twitter – and you'll find it much easier to segment your activity into different aspects of your life.

Celebrity investors

2011 was the year that tech was cemented as the new rock 'n' roll. The Social Network netted several Oscars, and Ashton Kutcher, Lady Gaga, Justin Timberlake (above left) and even Kanye West started investing in technology startups. You can expect this trend to continue in 2012, as the worlds of technology and entertainment continue to collide. Don't be surprised to see superstar figures from music, film and the media sitting on the board of hot new web startups. David Beckham investing in social sports app? It might just happen.

....and it's not all about Silicon Valley

For the last 20 years the web industry has been driven by the Silicon Valley giants. But viable new technology centres are emerging that will help to build a more diverse and global scene. New York, London (with its burgeoning "**Silicon Roundabout**", above) and Berlin, are now home to hundreds of tech startups with very real potential. With little good news on the horizon for the global economy, that's some good news for everyone to shout about in the year ahead.

• *Tom Leathes is the CEO and co-founder of Top10 - a venture-backed start-up helping users share the stuff they love. Follow Tom on Twitter at @tomleathes.*

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Jaouary 9, 2012 Monday 11:42 AM GMT

LENGTH: 790 words

HEADLINE: What's ahead for tech start-ups in 2012;

There's never been a more vibrant time for young technology companies in Europe, and 2012 is shaping up to be a big year for startups, writes Tom Leathes.

BYLINE: By Tom Leathes

BODY:

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Tom Leathes is the CEO and co-founder of Top10 - a venture-backed start-up helping users share the stuff they love. Follow Tom on Twitter at @tomleathes.

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January 9, 2012 Monday

LENGTH: 778 words

HEADLINE: Apps Rush: Netflix, Snapdragon Game Command, SpotON Radio, Vuboo, Minicraft and more

BYLINE: Stuart Dredgeguardian.co.uk

BODY:

ABSTRACT

Stuart Dredge: What's new on the app stores on Monday 9 January 2012

FULL TEXT

A selection of 18 apps for you today:

Netflix

Netflix's app isn't new, but it's new to the UK. The streaming film/TV service has just launched with a £5.99 monthly subscription, and a one-month free trial as long as you don't mind signing in via Facebook. **Android / iPhone / iPad**

Snapdragon Game Command

Chip-maker Qualcomm wants to help Android users discover more great games. Hence Game Command, which focuses on games that'll show off its Snapdragon processors. It will include some exclusives, while pulling in games news from websites too. **Android**

SpotON Radio

Apps Rush: Netflix, Snapdragon Game Command, SpotON Radio, Vuboo, Minecraft and more Guardian Unlimited
January 9, 2012 Monday

SpotON Radio is a nice idea: it uses Spotify's mobile API to provide Pandora-like personal radio. You can create streaming stations based on artists, marking songs as liked or disliked to fine-tune the preferences. Spotify provides the music - so you'll need a premium subscription - while The Echo Nest provides the recommendations.**iPhone**

Vuboo

Football app Vuboo styles itself as "a virtual stadium for football fans", providing live scores and the ability to check in to games and chat with other fans - friends and strangers alike. It pushes comments out to Facebook and Twitter too. A Zeebox for football, sort of.**Android**

Stuff Live

Gadget magazine Stuff has launched a new iPad app that doesn't offer full issues. Instead, it's all about the latest product photography, with new galleries uploaded regularly. Renault is on board as a sponsor.**iPad**

Combat Arms: Zombies

This survival first-person shooter is based on a mode in Nexon's online game Combat Arms, complete with a bonus code to be used in the original in some parts of the world (alas, not Europe). The game is also notable for its use of the Unreal Engine3.**iPhone / iPad**

Minecraft

Minecraft started life as a hack made by Minecraft creator Markus Persson for a public competition. Now it's actually been released for Android. Essentially it's like Minecraft if that game had been made in the days of the Commodore 64.**Android**

Life Is Crime

Location-based mafia game Life Is Crime made its debut on Android last year, but has now blasted its way onto iPhone. You have to build a mob empire in your real-world hometown, inviting friends to join your gang. For more on the developer behind it, Red Robot Labs, read our interview.**iPhone**

Fruit Ninja: Puss in Boots

Fruit Ninja's branded spin-off for the Puss In Boots film makes its way from iOS to Android. Fruit-slicing action is still the focus, but with bonus items and characters from the movie added into the mix.**Android**

Pinspiration

Pinterest is the buzzy new social service of the moment, and now Windows Phone users have an unofficial app to access it. Pinspiration lets you browse and post to Pinterest from the device.**Windows Phone**

Monsters & Mutants

British publisher Amber Books' latest iPad app focuses on mythological beasts throughout history, from Cyclops and the Minotaur to King Kong and the Jersey Devil.**iPad**

ProInsights for BlackBerry PlayBook

Business users of RIM's BlackBerry PlayBook tablet will want to grab ProInsights, which aims to help dig into your LinkedIn profile, transforming its data into "extremely informative infographics".**BlackBerry PlayBook**

Soulcraft THD

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January 9, 2012 Monday

Soulcraft is a new action-RPG that's just launched in open beta for Android - or at least Android devices with Nvidia's Tegra processor inside. The demonic action is set in the real world: cities including Venice, Rome and Hamburg. **Android**

TiVo

This'll be more use for US readers, but set-top box maker TiVo has released its official Android app, turning their smartphone or tablet into a remote control for the box. **Android**

QVIVO Player

Cloud entertainment service QVIVO has launched its official iPhone app. The service aims to help people port their films, music and TV shows into its cloud, to access them from multiple devices. **iPhone**

Khoya - An Interactive Fantasy Adventure

The latest iPad book-app with grand ambitions is Khoya, which was shown off at conferences held by Wired magazine and TED last year. It's a fantasy adventure with interactivity and camera usage. **iPad**

The Next Gen SUV Augmented Reality

AR firm Total Immersion has made an iPhone app based on the new Nissan Pathfinder car, which was recently unveiled at the Detroit motor show. The app shows a 3D model of the car when pointed at a target. **iPhone**

Backbreaker 2 Vengeance

PlayBook owners who aren't scrutinising their LinkedIn data (see above) may prefer to batter a few linebackers out of the way. Backbreaker 2 is the popular American football game on other platforms that focuses on skipping down the field evading opponents - or turning tackler yourself. **BlackBerry PlayBook**

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Photo to Pinterest app for Android: Alternative

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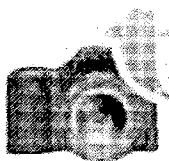
Date: January 13th, 2012

Everyone is asking the same question, Is there going to be a Pinterest Android app, if so when will it be released, we can tell you right now that it will not be anytime soon. But we do have an alternative for you that works very well indeed.

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Say hello to the new Photo to Pinterest app for Android, this runs lovely and those that are using it will vouch for it. This Android app allows users to upload photos direct to Pinterest.com, you must remember this is not an official app, but alternatives are good right?

All you need to do is visit the Android Market and install "Photo to Pinterest", once this is done it will allow you to take a photo via your Android device from within the app, which then gives you the option to upload to Pinterest. Ok there are many apps on the market that can do this, but this one has good reviews, so why not give it a go, its free as well.

What you might like most of all, is that this app does not have any ads. Many Android customers are very disappointed that there is no official app; the iPhone has it so it is about time the Google lot got it.

Please remember, this application was not created by Pinterest.com



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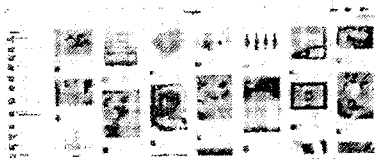
Pinterest vs Facebook: A Social PR Strategy Smackdown



Despite launching in March 2010, Pinterest has had only started making waves recently. Big waves, though: Hitwise reckons traffic to Pinterest has boomed 4,000% in the last six months, thrusting it into the top 10 most visited social networks, with close to 40 million visits a month. With only the likes of Facebook, YouTube and Twitter above them, it looks like we could have an entity, deservedly dubbed 'the next big thing' in social media.

What is Pinterest?

Pinterest is a visually stunning social platform that allows people to share theme-based images via virtual pin-boards. Users can create an unlimited number of pin boards, each designed to store a category of image that they've found particularly interesting or inspiring. There are 32 handy themes with which to categorise each image ranging from Humour and Pets to Art and Technology, a number that I suspect will grow and diversify as the site does the same.



(<http://www.contentandmotion.co.uk/wp-content/uploads/2012/01/Home-screen-shot-.png>)

Images, photographs and videos can then be sourced from anywhere across the web. With the simple installation of a 'Pin It' bookmark to your toolbar, you can easily pin anything you see online to one of your pre-defined pin boards. Pinterest allows you to 're-pin' content from other people's pin boards to your own, notifying them if you do so. You can also 'Like' and comment upon anything you see.

Pinterest is as simple as it is beautiful, and has huge potential to be incorporated into a social media strategy, because it offers some powerful that other social platforms simply cannot (yet).

What can Pinterest offer that Facebook and Twitter can't?

Less chatter

They say a picture paints a thousand words, and Pinterest epitomises this. Both Twitter and Facebook are heavily text-based platforms that generally require a person to read lots of things. Pinterest, on the other hand, makes people visualise content which is conducive to less clutter, a cleaner user experience and arguably produces a more accurate reflection of what makes that person tick. Perfect for marketers.



(<http://www.contentandmotion.co.uk/wp-content/uploads/2012/01/less-chatter.png>)

An opportunity to (innocently) discover people's innermost thoughts

Facebook is a great platform for finding out what people like – if you're Facebook. The social behemoth has been involved in countless data collection issues and privacy violations since its inception making it feel a bit insidious. For marketers without a significant advertising budget or hours of time, it becomes very tricky to get insightful information about large groups of people in realistic time.

With Twitter you'd need to create endless columns and lists and trawl through vast amounts of archived tweets to get similar details. It is time-consuming and impractical.

Pinterest offers a refreshing, at-a-glance snapshot (quite literally) of a person's life, conveniently categorised by the person. No surreptitious sleuthing or sly tricks are needed to gain valuable insights into a person or community – they are all right in front of your eyes. And yet despite this, the person doesn't feel breached.



(<http://www.contentandmotion.co.uk/wp-content/uploads/2012/01/An-opportunity.1>)

More anonymity (if you want it)

Twitter, and Facebook especially, are all about the person. Where do we live? Where do we work? When's our birthday? Are we in a relationship?

If not forced, we are fervently encouraged (and sometimes rewarded) for disclosing data about ourselves to nearly 1 billion strangers we probably wouldn't disclose to a person on the street.

Part of the appeal of Pinterest is its decision to vociferously make this process an optional extra. Pinterest does not require your real name, nor is it compulsory to fill in the 'About', 'location' or 'website' section in order to be an active member, simply just an email address with which to verify your account. Pinterest even gives the option to remove your account from search engine results. Interestingly, the majority of people do choose to disclose a fair amount of personal information, presumably in an attempt to personalise their profile, making Pinterest a great platform for marketers but equally a safe haven to creatively express oneself anonymously if desired.



(<http://www.contentandmotion.co.uk/wp-content/uploads/2012/01/Anonymity.png>)

Better competition functionality – pin it to win it

Facebook and Twitter are great platforms for competitions. Whether you're interested in running them or entering them, there are many ways you can do it. However there are none quite like Pinterest. For a start, Facebook forbids running competitions and giveaways on your Facebook page wall (you need a custom tab to do it legitimately). Twitter is realistically and often logistically restricted to 'retweet-to-win' competitions which can become repetitive and spammy and usually garner unengaged audiences. Other concepts are often unmanageable or ineffective.

Pinterest allows a user to set up collaborative pinboards that can be added to by anyone, and so the concept of 'pin it to win it' is born. A brand, why not offer a fantastic prize to the person that submits the best image of your product being used or to the person that builds the pinboard that reflects your brand in the most visually stunning way? The scope for having users create content for you and disseminate it is limitless, especially if you include an element whereby users must be 'Liked' or 're-pinned' a certain number of times to qualify.

All the functionality is taken care of by Pinterest, especially if users have the bookmarklet installed. It's possible on Facebook but costly and isn't as visually appealing.



(<http://www.contentandmotion.co.uk/wp-content/uploads/2012/01/PITWI.png>)

No advertising

Pinterest is still in open-beta mode which makes its estimated 200 million value very credible. What's even more impressive is the fact that it has achieved this without earning any revenue from advertising streams.

A recent article in The Huffington Post (http://www.huffingtonpost.com/2012/01/11/facebook-targeted-advertising-gay-teen_n_1200404.html) emphasised the dangers of targeted Facebook advertising, with a man being ostracised and made homeless following his parents' discovery of homosexual advertising on his profile page. Homophobic parents aside, advertising on social networking sites is generally considered to be annoying – an unwanted addition to an otherwise pure platform. Pinterest is currently to use because it lacks this kind of third party intrusion; the user interface is completely unadulterated, which in itself is a unique experience amongst social networking platforms.

Twitter, while not as blatant as Facebook, is laced with adverts, from sponsored tweets and trends to featured tweeters.

It would be naive to assume that Pinterest will stay this way, not least because the concept of the site lends itself perfectly to an advertising model. Facebook pulls in over \$2bn in advertising each year and, quite frankly, Pinterest would be foolish to ignore such riches.

Better synergy between third party devices such as tablets and mobile devices

If you're an avid user of Facebook or Twitter, the chances are that you use devices other than a Mac or a PC to access them. This ring true for both marketers and the audience they target. These days, it seems a marketing professional's arsenal isn't complete without likes of a tablet or smart phone swinging from a belt, and it's a similar story for their audience. These are platforms that have notori- struggled to integrate the likes of Facebook and Twitter intuitively into a user-friendly experience. It feels, understandably, like an afterthought. Pinterest feels as if it was designed with a myriad of different platforms in mind from the start. It looks and feels super- hit is arguably easier to use with tablets and smart phones, owing to their photographic capabilities. With the number of social network hits sourced from mobile and tablet devices on a relentless rise, Pinterest could find a market share easier to come by as a result of its transferrable design.



(<http://www.contentandmotion.co.uk/wp-content/uploads/2012/01/Synergy.png>)

The integration of 'prices' into images

While I think I've made clear my propensity for a lack of advertising, Pinterest carries a quirky little feature that allows something similar. It is, however, a mutually beneficial method of advertising, one that adds an exciting and more importantly, unique element to the social networking experience. Again, it's very simple: we are given the option to 'price' any of our pins. By adding a '£' followed by a number of your choice, your image can be branded with this figure. This opens up a wealth of creative opportunities to both marketers and the general public. Companies can complement their shop-window-style pinboards with prices so consumers can see how much cost. Members of the public can effectively set up their own business in a matter of minutes or perhaps just let everyone else know how much they paid for something. Either way, the 'pricing' concept isn't obtrusive – users can choose to follow or unfollow whoever they like. If someone starts to get a bit over-zealous with their pricing, you're one click away from blocking all (or some) of their content.



(<http://www.contentandmotion.co.uk/wp-content/uploads/2012/01/Prices.png>)

A welcome release

In a recent blog post by Arik Hanson (<http://www.arikhanson.com/2011/12/13/whats-behind-the-pinterest-craze-15-super-users-s-their-thoughts/>), many people have cited Pinterest as a place they go to get away from the saturated social sphere. People are sick of constant Facebook notifications infecting their days and tweet streams racing by at an unreadable rate. They just want somewhere where they can casually browse through things that interest them at their own pace. Pinterest is their Take A Break magazine, except it's not a publication that just panders to morons, it's a social network that's tailored to the needs of all who might read it.

Pinterest, it appears, is a far less frenzied platform, one where people go to relax, unwind and generally chill out. The benefits to the average user are obvious, those to the marketer: less so. Consider though, that if Pinterest is a breeding ground for those seeking an escape from the norm, those with their guards down and their interests aroused, that marketers just might have an enormous, highly impressionable audience at their disposal.

Brands and agencies are already experimenting with Pinterest as a platform for engagement with their customers. Only this week K&Spade New York launched its own Pinterest profile [[link](#)], and certainly the fashion industry seems like a natural home for such a visual service. We'll be watching with interest to see what else pops up as the platform opens up beyond Beta mode, and will be looking for opportunities to integrate it into our own creative strategies in future.

Have you tried to integrate Pinterest into your social media strategy? I'd love to hear any ideas I might have missed on other ways to maximise its potential. Please leave a comment with any thoughts.



Written by Toby Margate on Jan 18, 2012

Facebook Comments

Facebook comments

5 comments / Add Yours

Hey Toby,

I certainly agree that Pinterest has merit because of its minimal reliance on text and more of an emphasis on images and video. To be completely honest, I think this social platform (like most) will have advertising at some point in its growth to keep up with the expenses needed to keep up with such an expanding website that is completely free to users. Lastly, I completely agree that from the start Pinterest has had amazing apps available for mobile phones and tablets that have helped greatly improve its reach to a wider audience.

Thanks for the great article, I'm looking forward to more of your insights!

Reply



Brian Hanson
Jan 18, 2012

Thanks for your comment, Brian. I agree with you and think Pinterest will inevitably succumb to the advertising overlords. But with a strong enough audience in place and some ways of introducing adverts that aren't obtrusive and

don't detract from the overall experience I think they can find a happy medium that keeps the punters happy and brings in the millions for Pinterest.

Reply



tobenargents
Jan 19, 2012

Great article! I never knew social platforms made so much money from advertising. It makes Pinterest all the more special for not having it.

Reply



Spirulina
Jan 19, 2012

Thanks for your comment. It's mind-blowing isn't it?! Let's see how long they can hold off...!

Reply



tobenargents
Jan 19, 2012

Hi Toby, thanks for pointing me towards your post. Great comprehensive review of Pinterest and what sets it apart from other platforms – I especially liked your points about less chatter and anonymity. Thanks again!

Cheers,

Zoe Geddes-Soltess

Community Engagement, Radian6

@zodot:twitter

Reply



Zoe Geddes-Solt
Jan 19, 2012

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Pinterest Traffic increases 4,000% in 6 months (Internet Professionals Blog (<http://internetprofessional-blog.com/2012/04/pinterest-traffic-increases-4000-in-6-months/>))

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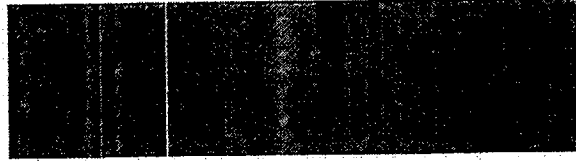
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How to Prepare Your Business for Pinterest

Pinterest lets users share content they like. Here's how to optimize your site to be Pinterest-friendly.

By Angela West | PC World | 24 January 12

Pinterest is a site your business should have on its radar. It's like a virtual bulletin board, allowing users to curate a collection of things they like from around the Internet into various layouts, or boards. And its popularity is booming, with 11 million reported page visits during one busy week last December--a 40-fold traffic increase over six months.

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Fifty-four percent of Pinterest users are female, according to Compete.com. Most users are aged 18-34, the majority making over \$30,000.

There are similar services, such as Snip.it, Tumblr, and Instapaper. Yet, Pinterest's secret sauce lies in its minimalistic board layout and the simplicity of letting users pin a product from another user's board or from a website. Adding a pin to your boards is as easy as hitting the Share button in Facebook. If you optimize your site for Pinterest, there's the added bonus that it will become more attractive to users of these other services.

With Pinterest, you can create your own categories for each board, allowing you to organize your collection easily into categories like Tech, Home, and so on. In order to be "pinnable", the product or article in question must have a



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picture. People can add pins to their board through the Pinterest iPhone app or by installing the Pin It button on their browsers.

Google Ne

You must request an invitation to join (which arrived in my inbox quickly), or request an invitation from a friend. Unfortunately, you can't create a board specifically for your business, as it's against the Pinterest Terms of Service.

Best Chri:
Christmas

Optimize Your Site for Pinterest: Photos

Since Pinterest is image-based, it's essential that you have excellent product photography. Have a look at Georgian Jewelry for examples of gorgeous product shots that draw in the consumer. Yet, pictures don't have to be huge. While Pinterest doesn't give a hard limit, I've been able to pin images with a width as small as 116 pixels.

You can add a Pin It button to each of your product or article pages, which makes it much easier for a Pinterest user to pin your stuff. Pinterest recommends adding a description to each pin to make it easier for their users to add it to their own boards. To create the button, scroll towards the end of Pinterest's Goodies page and fill out the form you'll see for making your own button.

Reevaluate Your Website Based on Pinterest

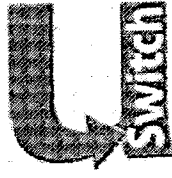
It's worth joining Pinterest and test-driving it just to pin content from your company's site. If there are snafus, you can tweak your site. For example, a big retail website like Neiman Marcus should be accommodating Pinterest users. But when I tried to pin content from its site, I got pictures that have nothing to do with the product I meant to pin.

Is it worth it to overhaul your website based on Pinterest? If you're Neiman Marcus, absolutely. If you're selling building materials or something else that isn't visually attractive, however, it shouldn't be high on the priority list. If you sell any consumer products, especially online, optimizing for Pinterest should be at the top of your list. It's one of the only remaining sites that doesn't rely on ad spending to help get a product noticed; all you need is a good picture and an attractive product. If your product gets discovered on Pinterest, it could lead to a lot of "re-pins" and increased sales.

Angela West dreams of opening a Fallout-themed pub featuring wait staff with Pip-Boys. She's written for big insurance companies, small wildlife control businesses, gourmet food chains, and more. Follow her on Twitter at @angelawest and Facebook.

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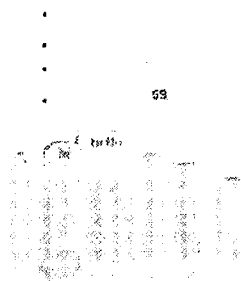
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Revealing the demographics behind Pinterest's users

Posted 25 January 2012 11:54am by [Vikki Chowney](#) with [2 comments](#)



Social media agency Ignite has taken a closer look at Pinterest's demographic data and compiled a profile of 'those who pin'.

comScore says that the blossoming social curation site has over 4m registered users and is growing rapidly, while Google Ad Planner shows that nearly 1.5m people visit Pinterest every day – spending 14 minutes on the site on average.

Public statistics

Public statistics (continued)

Gender: 80% female, 20% male

Age

Age: 25-44

13%

Age: 45-54

11%

Age: 55-64

6%

Age: 65-74

5%

Age: 75+

2%

Age: 18-24

15%

But rather than suggest ways for brands to use Pinterest tactically, it's a far smarter approach to [look at the types](#) of people these users are – and whether Pinterest is an appropriate community in which to mingle.

Google Ad planner shows that users are:

- Largely women (a 80% to 20% ratio). So there's some truth to [Matt Buchanan's post on Gizmodo](#) yesterday that proclaims Pinterest as 'a Tumblr for ladies'.
- Aged mainly between 25 and 44 (accounting for 55% of the group, 30% are 25-34, 25% are 35 – 44)
- Just 25% of users have a bachelors degree or higher
- The majority live off a household income of \$25-75k

Experian Hitwise stats from December 2011 show that in the US at least, alongside the demographics, Pinterest users fall into three of its Mosaic lifestyle segments:

- **Boomers and Boomerangs** – the baby boomer adults and the teenagers/young adults who live with them. This accounts for more than 10% of Pinterest visits, in which they might pin travel plans and imagery related to their online habits. They also live in older houses so might be tempted by DIY and home improvement content.
- **Babies and Bliss** – the parents of large families (with five or more in their houses), and in their 30s and 40s. Mothers in this group tend to work full time and pride themselves on being computer literate. This group are 'power shoppers with upscale tastes' and value deals on high-quality products. They tend to pin things related to convenience, and so relate to brands that provide good online experiences, discounts and make lives easier.
- **Families Matter Most** – this group includes young middle-class families with active lifestyles who are interested in things that allow them to juggle work and parenting effectively. This group is not interested in window-shopping however, like the Babies & Bliss group, it's more likely to pin useful, practical things like easy recipes, child friendly activities and healthy living.

Though stats such as these are not absolute, there's a definite pattern that shows users tend to be drawn towards family life, home, food and activities – from three different viewpoints.


It's not entirely surprising, as Pinterest's curation tools are based on the concept of planning and organising your thoughts into different boards and categories, and those 'nesting' in the real world are likely to mirror this online.

Vikki is head of community at TMW. You can follow her on [Twitter](#) or [Google+](#).

Reader comments (2):

François Guay


1:05PM on 25th January 2012

 Interesting study and probably very accurate. I have no doubt in my mind that Pinterest will be a huge success specifically in the markets you mention.

What fascinates me is where the visual aspect of a site like Pinterest will evolve new social media applications. On the horizon I now see visual communities of interest, linked by relationships and vouched for by people in their networks or recommendation apps. Kinda of Pinterest+LinkedIn+Esty+Klout.

Louis Edwards

7:35PM on 7th September 2012

 Very interesting demographics behind Pinterest users! Obviously it would be wise to take these into consideration when determining website marketing strategies for success. Who would have thought that users were so overwhelmingly women? And that they are mainly spending women with fair disposable income? On top of all this, they are computer literate. Got anything to attract their interests?

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Pinterest for iPhone review

Create virtual pinboards quickly and easily using Pinterest for iPhone.

Pinterest: will it sell anything?

By Shane Richmond, Head of Technology (Editorial)

11:18AM GMT 26 Jan 2012

Pinterest for iPhone

Cold Brew Labs

Free

Pinterest is an image-based website that allows users to create their own virtual pinboards based around specific interests, such as football or music, or even discrete projects, such as decorating a house.

You can 'pin' images to your Pinterest page and add a short note to remind yourself why you saved it. You can follow other users, which might help you to find inspiration, and they can follow you and 'like' the items that you pin.

The site is in beta at the moment so you will have to request an invite before you can try it out but you should receive one within a day or two.

The Pinterest app is free so if you are an iPhone owner and you use the site then it is definitely worth having. It lets you browse activity from those you follow and view the site as a whole. It also lets you take a picture from within the app. So if you are using Pinterest for a decorating project then it's easy to snap a few pictures at the hardware store and upload them to your profile.

It's a clean and simple app that doesn't do anything spectacular but also doesn't do anything wrong. Colours are kept to a minimum and buttons and menus are a muted grey, which keeps the emphasis on the images. A splash of red - for the Pinterest logo and for the active button in the bottom menu - provides a touch of style.

It's a shame that there isn't a dedicated iPad version. Obviously Pinterest is prioritising the ability to add to Pinterest from a mobile device, something that you are more likely to do with an iPhone because it's quick to take it out of your pocket and snap a quick photo. Even so, the iPad is ideal for photo browsing and a swipe-friendly version for Apple's tablet would be welcome.

Pinterest is an interesting idea. Whether it can carve out a niche in a world dominated by the likes of Facebook and Twitter remains to be seen but the app complements the service nicely.

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the guardian

The Guardian (London) - Final Edition

January 28, 2012 Saturday

SECTION: GUARDIAN WEEKEND PAGES; Pg. 8

LENGTH: 190 words

HEADLINE: Weekend: Starters: What you like

BODY:

After 20 years of raising my four children, I'm now rediscovering my other self - the printmaker. Linocut Boy's blog is so inspiring, informative and amusing. As far as I'm concerned, he definitely has super powers.

linocutboy.blogspot.com/

Kerry-Jane Warner St Helier, Jersey

Loveabell is a great Sussex-based bespoke camping service that will come and set up its beautiful bell tents with fantastic interiors while you relax and open the wine. They cater for large groups to a small family of campers. Just brilliant.

loveabell.co.uk

David Quinton By email

Pinterest is a vast photosharing website, a playground of visual feasts, both fun and inspirational. It's very American at the moment. Let's elbow our way in?

pinterest.com

Vanessa Lampert Wallingford, Oxon

I love my budgie necklace from Lush And Green, which sells a fab collection of animal necklaces as well as an

Weekend: Starters: What you like The Guardian (London) - Final Edition January 28, 2012 Saturday

array of beautiful, pre-loved items sourced from all over the world. Almost everything is up-cycled or made from sustainable materials, so I'm helping the environment, too.

lushandgreen.co.uk

Melissa Bartlett London SW8

Tell us what you like - email what.i.like@guardian.co.uk

LOAD-DATE: January 28, 2012

BBC NEWS

MAGAZINE

30 January 2012 Last updated at 14:03

Trendfear: Do you ever feel you're being left behind?

By Tom de Castella
BBC News Magazine

January is a cornucopia of technological tipping and frantic futurology, but do you ever get a nagging fear that trends are passing you by?

What is Pinterest? And is it important what it is?

And will Summly have a big year in 2012? And does that matter?

There are plenty of people who would answer these questions with a stock "I don't care".

These people might refuse to even look at social media, and choose to eschew the smartphone and the tablet. But there are plenty of jobs where you might have to take notice.

There are areas of advertising, marketing, public relations, journalism, academia, design, and finance where workers might find themselves looking a bit silly if they reveal they have no idea of the technological lie of the land.

And the narrowly defined technology sector itself is ever-more important.

But imagine the job of a policeman. A detective in 2005 would, more than likely, not have heard of Facebook. A detective in 2012 would know that a murder victim's social media activity would have to be investigated as a matter of course.

If you're a school headteacher and you don't understand the implications of the rise of location-based websites and apps like Foursquare, you might one day regret it.

Malcolm Gladwell wrote more than a decade ago about the "tipping point", the moment when a particular phenomenon suddenly became "big".

There is a point when, arguably, you should know about something. There's a point when not knowing is a bit like a judge asking who Bruce Springsteen is. And the earlier you know, the better.

The nagging anxiety at the back of the mind that you are missing out might be called "trendfear".

In an interview about the internet with the Sunday Times in 1999, Douglas Adams memorably satirised a common attitude towards new technology and trends.

Everything that's already in the world when you're born is just normal, suggested Adams. Anything created between birth and the age of 30 is incredibly exciting and creative and with any luck you can make a career out of it.

But whatever is invented after you've turned 30 is against the natural order of things and the beginning of the end of civilisation as we know it - until it's been around for about 10 years, when it gradually turns out to be all right really.

Just the language of the predictions can leave many people stumped.

Food writer Marina O'Loughlin recently predicted: "Even more exciting is the rock'n'roll-isation of eating: follow food swarm artists such as London's @Tweat_up (tagline: 'So far no deaths or arrests')."

You might also have found yourself baffled by the rise of "dual screening" - watching television and posting instant reactions on Twitter.

At the other end of the technological spectrum is playwright Tom Stoppard, who recently revealed he had no computer or "twitter machine".

Much is made by the government about those people, often elderly or poor, who miss out on things because they have no internet access.

People who aren't successful playwrights will struggle to get a job without at least knowing how to use email, Google, Word, Excel or Powerpoint, says Dr John McGurk, learning adviser at the Chartered Institute for Personnel and Development.

And there are plenty of jobs where more than this is required.

Universities are bringing in social networked learning, and some academics are struggling to cope, McGurk believes. "They're being encouraged to engage with students on social media. But some are terrified as they don't know where it will end."

Of course, those feeling anxious that they are missing new trends that could affect them professionally are also aware that trends can fail to live up to the hype.

If you only keep up with new gizmos and gadgets out of duty, you don't want to waste your time on the technological dead ends and the cultural cul-de-sacs.

With hindsight, did anybody really need to follow the rise of flashmobbing?

And there is just so much to follow. The explosion of websites, apps and social networking, all apparently feeding off each other in "real time", has made keeping up harder than ever.

It's unnerving because we are no longer all equal in the information stakes, says digital strategist Nic Newman. "In the era of mass media everyone found everything out at the same time.

"The difference now is that with all these different information channels some people know things almost as soon as they happen. But people outside those networks are not hearing it."

As one Twitter user puts it, "you feel almost behind when you read a story in the news rather than watching it unfold through digital media".

Once upon a time, a major innovation would be recorded in the Times. Now the word could come from anywhere.

In the 17th Century, the philosopher Gottfried Leibniz felt there were already too many books to keep track of. But today the scale of the overload is of a different magnitude.

The coming together of GPS and mobile phones has allowed a raft of location-based apps to take hold.

Discount websites like Groupon can now target people shopping in a certain shopping centre with specific offers. And the Waze app interrogates drivers' sat-navs to share traffic information and cut delays.

Many new websites and apps are there to tackle the fear of information overload. **Zite** an app for the iPhone, identifies what information a user is interested in, and teaches the device to download relevant articles.

What increases the elusiveness of the trends is that a lot of new sites have "stealth launches". Google+ took things a stage further by sending out invitations only to those its algorithms had calculated were people of influence. This created a sense of "social cachet for those invited, and a feeling of anxiety for those left out," Newman says.

"Sharing" rises and rises. Pinterest, already in the top 10 social networks in the US, is an online noticeboard (pinboard) featuring photographs of enticing desserts, hairstyles and random signs and sayings, among other curiosities.

Flipboard creates a magazine out of someone's social networking content, while Zeebox allows people to combine watching television and commenting on it with their online friends.

"Frictionless sharing takes things further still, letting friends on Facebook see everything you're reading on newspaper websites for example," Newman.

Evening Standard columnist Sam Leith, describes social networks as a "fantastic nourisher of trend envy".

O'Loughlin agrees. "I had a moment of crippling anxiety when Google+ arrived and all the people I'd carefully curated on Twitter buggered off. It's that moment - 'Oh my God, I'm not relevant any more'."

Dr Bernie Hogan, research fellow at the Oxford Internet Institute, says social media can reinforce the sense that one is missing out on the latest trends. "People are very selective of what they put online. But it's easy to forget about this selectivity and just think there's always a party somewhere and you're missing out on it."

It's hard to escape it all, says James Gleick, author of *The Information: a History, a Theory, a Flood*. Mankind is not passing through the information age, it's here to stay. "There's no cure for it. The sense of nagging anxiety about trends will always be there."

But if all else fails, why not switch off all your devices and open that book from 1850 you've always been meaning to start.

Trend spotting

World wide web

Launched

Nov 1993, Guardian:

Released to public 1991
Imagine a system that links all the text, data, digital sounds, graphics and video on all the world's computers into a single interlinked hypermedia "web". This is the potential of the Internet-based World Wide Web (WWW or W3) project which stems from CERN, the Centre Europeen pour la Recherche Nucleaire.

Commonplace

April 2000, Independent:

WORLD WIDE WEB: 10 BEST SITES OF THE WEEK - one of many weekly columns on web surfing - terms such as "site" no longer explained

Google

Launched

Sept 1999, New York Times

1997
"Google.com - It's not officially out, but this is simply a great search engine. It's quick. It's fun to use. I want to check on a movie, read about an actor, find out who directed a particular film, this is where I look. It is very clever" - Diane von Furstenberg

Commonplace

Oct 2002, Daily Telegraph:

Google is one of the most frequently visited websites on the internet: in the UK it is the fourth most visited.

Facebook

Launched

June 2006, BBC News Magazine

2004
What are the three most important things in the life of students in the United States? Beer, iPods and Facebook.

That's the finding of a lifestyle-tracking survey in US colleges this month. But what's that third one again?

Commonplace

Oct 2006, Observer:

Teen networking sites such as Facebook are a potential honeypot for advertisers, but no-one is prepared to pay dearly for an audience that could quickly evaporate.

Twitter

Launched

2006 April 2007, The Times

Commonplace

April 2008, Daily Telegraph:

Trend spotting**World wide web****LaunchedEarly mention**

"Twittering" began last year, when Jack Dorsey launched twitter.com, a website that allows its users to let each other know what they are doing through text messages or the internet. Users are asked: "What are you doing?" The answer, or "tweet", is sent to other users.

Commonplace

Is Twitter this year's Facebook? In the last couple of weeks, the 'microblogging' site is starting to appear on the radar of some rather important people. Barack Obama, Hillary Clinton and John McCain are "tweeting" away in the US presidential elections.

Below is a selection of your comments

I haven't watched TV since December 1999; as I'm severely visually impaired I don't read newspapers or magazines, and I've only recently added BBC News as an IE tab, to remind me to check out the rest of the world now and then. I don't have an i-anything - I have a desktop PC with a very large screen, a mobile phone that makes calls and texts, and that's about it. I'm so out of touch with the rest of the world and I don't care; I'm happy in my ignorance of what's "in". And I have a footer on my emails: "I'm not on Facebook or Twitter. Follow me and I'll have you arrested".

Fran, London

I am comforted by these comments. We don't have cable television, (the news programming is awful here and I can YouTube SNL anytime I like-the only programming worthy of watching), my 9 year old is the only kid in her class that uses a manual dictionary to look up definitions for her weekly spelling assignments; all her friends use the computer, as a result, I have noticed she is calmer and far more patient than most of her peers. The way I see it, we can still pick and choose technology that best fits our lifestyle; I am grateful for the options but am fully convinced that this world still thrives best through relationships which can only manifest through personal investment, and honestly, tweeting or fb'ing feels more like bar hopping: a gathering place for the flash-in-the-pans types who only want results, not process.

Maureen, US

Whilst I have no time for iPods, iPhones and iPad's, since they are nothing more than the latest fashion and fail miserably to use the same standards that the rest of the computer industry is using. My entire music collection (about 4000 CDs) is now on one disk, my mobile phone has access to a massive collection of apps that seem to allow me to do much anything, including replacing the car's SatNav, watching BBC News for the latest headlines, and wondering what time sunset is today. No, I have no 'trendfear', because I wait for the technology to come to me, for what I want it to do. Until it does that, I'm not interested.

Steve, UK

I'm 49, have used facebook since 2007 and Twitter since 2009, I have owned an iPhone since '09 and would love an iPad. I'm the opposite of Fran, 25, as I feel that the contact I gain through modern technologies, and the information I have access to is of great benefit to me.

Anne,

I'm 25 so should really be up-to-date with modern technology, especially social media aspects of the internet and gadgets. But I'm not au fait with it at all, I'm not on Twitter and I don't have an ipad. It doesn't bother me, because I will teach myself these things if and when the time comes, and rely on my brain, intelligence and common sense to bring me up to speed. I also take some comfort in the fact that quite frankly, there are more important and constructive things in life, such as finally teaching myself how to use my sewing machine...

Annie W, Falmouth

In the early nineties "ram-raiding" was a much-discussed trend; every night news reports showed more CCTV footage of Sierras smashing into Dixons branches, sending toasters flying. It seemed the British High Street was at threat of decimation from louts in stolen Range Rovers; there was even a terrible Sean Bean film called "Shopping" about a dystopian future Britain with a wholly ramraiding-based economy. Then councils installed more bollards and it all stopped. It seems quaint now we do all our shopping on the internet.

Spesh, London

Totally agree - reading this article reassured me that I am not the only one who is struggling to keep up! I am over 30 and I manage an online travel guide which does require me to interact with all popular social media, this actually takes up more time than doing the 'real' job. I admit that I sometimes wish we could go back in time to when life was less complicated.

Elaine Aldous, York

As with most things in life, technology needs to be used in moderation and not to excess. The people described and quoted in this article appear to be the technological equivalents of obese people or drug addicts; those who are unable to exercise restraint or self-control to keep their behaviour within healthy and reasonable norms. We need to be selective in our adoption of new trends; use what is beneficial and avoid that which is fruitless or potentially harmful. Time will show that those with the character, independence and willpower to control their use of technology will be those who lead rather than follow.

Martin, Twickenham

Pinterest - I've known that for years as an interest in beer...

Mike Wilson, London

I clicked on the links to Pinterest and Summly which I have never heard of before. I personally do not think I have missed much. I have explored the use of Facebook and Twitter and would not touch them with a bargepole. I have friends who have for one reason or another been unable to use their "smart" devices and haven't known what to do with their hands. I confess I am in my sixties but have been involved with computers since 1967. This new technology will not rule my life. I do not have hundreds of "so called friends" but a small number of "real friends" who I regularly meet up with. I'm so glad to have got this off my chest. The rant is over. I shall now go back to reading a book. A real one...

William Warren, London

Comments: As a 'traditionalist' graphic designer, I started using computers in 1995 or so since everything in design seemed to be going digital. Since then I've learned all sorts of tricks on a PC. However, in the past 2 years or so, I've rapidly felt like I'm drowning in a sea of ever-expanding technology. I don't own a Blackberry, and iPad, a 3D TV, or any of the next-gen consoles. We don't even have Sky! I try my best to find out what's out there, but trying to keep up to date would surely bankrupt me.

Bob, Oxford

I feel I didn't wholly take in the importance of this article. As soon as I read it, I was searching for the +1 button to share with my friends.

Camille Taylor, Newcastle

I guess since I thought "Pinterest" must refer to Harold of that ilk, I must be on the same side of the digital divide as Tom Stoppard (having ironically enough made my pile from software). And what a wonderful place to be... one has to pity all those Zite users who, bugs aside, will never have their attention caught by a serendipitous book or article about something they never thought could be interesting. Will the future be an information-overload-proof place where by the age of 16 you will already know everything you are ever going to know?

Ian Kemmish, Biggleswade

Having taken up Facebook at 17 and deleted my account at 20, I can't say I miss it. Life's too short to be constantly rifling through 400 pictures of parties. Digital media make it all too easy to archive endless nonsense edited by no-one. I just went on "Pinterest" and thought it frantically dull. Do I care that 199 people 'like' a particular hairstyle? No! Ought I? No!

Josh, UK

I was using the web for genetic mapping modelling in 1995. You had to finish by about 2pm (9am US time) as the Americans logged on & the web slowed to telegraph speed (and that was using a decent university server). My current students don't believe me when I tell them this.

Peter, Notts

This 'wheel' thing... I don't get it.

Guy Evans, Derby



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FINANCIAL TIMES

January 30, 2012 12:19 am

The gathering storm

By Chris Nuttall

I have looked at clouds from both sides now, as Joni Mitchell once sang, and learned not to believe that those nebulous, occluding, depressing things might bring structure, clarity and happiness to my digital life.

Putting our data into the cloud is meant to be the answer to the problem of creating information on multiple devices and having to remember where you saved it. If you take a picture on a phone and upload it to the server "cloud" in some remote data centre of a particular photo storage service, you can then see the same photo on any other internet-connected device ... or so the theory goes.

But what if there is more than one photo cloud? I use a scud of cloud services and that photo I took on my phone could have ended up on Facebook, Picplz, Instagram, Flickr, Picasa or Apple's

iCloud, in my case.

The same goes for music. I have bought music on iTunes, Amazon and Google Music, and while I know my tracks are safely stored with each of them, I could not tell you which service holds what.

The problem can be multiplied by the number of members of your family consuming or producing media on different devices. Who took the photos of the birthday party and on which camera or phone, using what memory card and logged in on which account is the kind of unsolvable mystery often facing my family when trying to gather pictures together.

In theory, Apple has nailed it with iCloud. Take a photo or change a document on your iPad and the same photo and revisions will appear on your iPhone and Mac computer, without you having to do a thing.

I love watching the Photo Stream of images uploaded to my Windows PC or recorded on my iPhone on a big screen, courtesy of my Apple TV being able to access iCloud. But, iCloud works best with Apple devices and you may not wish to switch over to Apple entirely. It also cannot handle video and the company does not have a proper solution yet for merging multiple accounts.

In addition, iCloud costs money beyond the first five gigabyte of storage – adding another 20GB is \$40 a year – but, to be fair, this is standard practice for software as a service.

I predict consumers will soon become accustomed to subscribing to ever more services.

I am already beginning to suffer from creeping cloud costs myself. Flickr was my first commitment – to an unlimited-storage Pro account for photos and videos. Then I exceeded my Gmail email limit and added 20GB more – if only for \$5 a year. Any service could be upgraded next, and this could soon be costing me more than a physical back-up drive or home server for storage.

I do like Eye-Fi as a marshalling yard for media. The Silicon Valley company sells SD memory cards for digital cameras that have Wi-Fi embedded in them. The cards can automatically upload anything taken to my home PC as soon as they are in range of my home Wi-Fi network, and they upload to the cloud as well.

Eye-Fi keeps my photos and videos on its servers for seven days while I decide what to do with them, or it can give me unlimited time and storage for \$50 a year.

The best feature, though, is the ability to choose to forward files automatically to more than 25 different services, from Facebook to Flickr, or even to a digital photo frame in my parents' home across the Atlantic.

Of course, I need to buy several more Eye-Fi cards to equip the whole family's cameras and this solution does not work with iCloud or photos I take on mobile phones.

For documents and general-purpose cloud storage, I use several services and, although they have overlapping capabilities, I use each for a specific purpose in order not to compound my confusion about where to find things.

Google Docs is where I create and share documents, save email attachments and convert individual emails to documents. Microsoft now has an online version of Office – Office 365 – but it is too late for me to switch now.

Evernote is where I keep clips of web pages, photos of receipts and notes on subjects I am interested in. It has comprehensive tools to make saving simple, and finding is easy as well – through tags, text search and even the optical character recognition it automatically carries out on photos and scans.

Dropbox is where I keep files – documents, PDFs, photos and even music – I receive on different devices. Saving any of these to a Dropbox folder means they are reproduced and made accessible in Dropbox folders on different PCs, Macs, my iPhone, iPad and Android devices. This turns it into a quasi-cloud service, using the power of the cloud to sync files stored locally.

Box.net is similar to Dropbox, but I like to use its browser-based interface to upload and share gadget photos with the picture desk in London. It is a good interface, accepts large file sizes and gives previews of uploaded pictures.

Of other types of services, I like Tungle.me for sharing my diary and Wunderlist, one of many "to-do" task managers that syncs itself across various devices.

I could go on – the list of cloud services is long enough to need its own back-up capacity in the cloud.

I am currently trying Bitcasa, a service promising infinite storage – just right click on a local folder, select "cloudify" and everything is encrypted and transported to the cumulus.

I would recommend settling on just a handful of the above – the job of sampling all the different services has brought me disorder and complexity on occasion.

Cloud services should make our lives simpler and easier, "but still somehow", as Joni sings, "it's cloud illusions I recall. I really don't know clouds at all."

An app a day keeps disorder at bay: organise and synchronise data with these services

Pinterest

Pinterest has "next big thing" pinned to it. The app and web service is a virtual pinboard that allows you to save and organise pictures easily. It can be photos from your phone's camera or ones cut out from web pages using a browser tool. Boards organise your pins according to the designated theme – a recipe collection, planning a wedding, recording a holiday or a lifetime – and others can contribute to your board or you to theirs.

SugarSync

Dropbox, Box and SugarSync are equally adept at keeping your files synchronised on different devices via the cloud. I like the new Android and iOS versions of SugarSync, which have improved syncing of video and photos on mobile devices. They can be transferred automatically to linked PCs as you record or take them. Music can be streamed from remote computers to your phone and documents saved for offline viewing on your tablet.

ZeroPC

ZeroPC is one answer to having too many cloud services – it organises and pulls them all together. Add your different accounts – Facebook, Flickr, Dropbox, Evernote, Google – and it collates files from each one, allowing you to view documents, photos, music and videos in a single interface. A browser version gives you a PC-like desktop in the cloud, where files can be backed up and dragged from one service to another.

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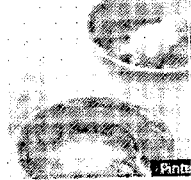
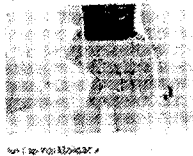
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Top Eight Pinterest Tips

Pinterest

Discover, you follow, Everything, Videos, Photos, Q&As



Huffington Post UK [Melanie Hick](#)
First Posted: 9/02/2012 14:55 Updated: 9/02/2012 15:04

Have you start pinning yet? Do you know your dip-died French braid from your red velvet whoopie pies? Once you join P will. Then, like many addicted Pinterest users, you'll soon be pinning in your sleep*.

Launched in May 2011 with 418,000 members, Pinterest (if you've escaped the hyperbole) is the social networking site with 10 million unique US monthly visitors this January.

Pinning pictures of your favourite thing on Pinterest is so addictive, the site smashed the 10 million users mark faster than independent American site, according to ComScore.

ComScore also said that on average, Pinterest users spend 98 minutes on the site each month. Utter nonsense that Pinterest users who are obsessed with the medium and spend at least 98 minutes on the site every day - squeezing in a p between meetings and last thing at night.

Pinterest is one of the best possible ways to waste time online, so if you've heard of it and want to get involved, we've put to of top tips to make you a class A pinner.

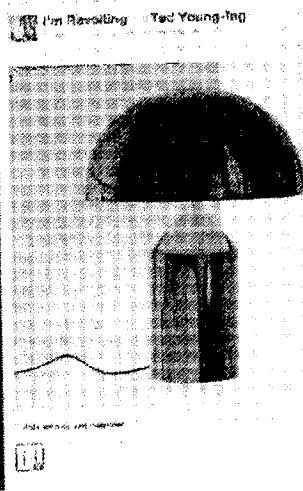
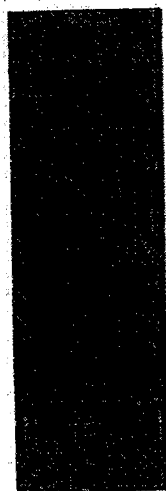
Already on Pinterest? You can [follow HuffPostUKTech](#).

*true story. I've done this. And loudly.

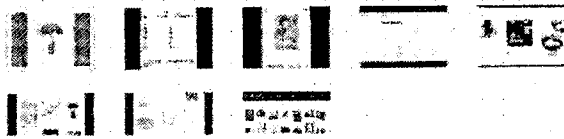
Top ten Pinterest tips:

Pin what you love

1 of 9



Do you love lamp? Then pin lamp. The best Pinterest pages express the member's unique sense of style. If you're worried that yours isn't hot enough, don't. There's only one way to find out. Pin what you love, and with abandon. If you don't garner any followers, then at least you get a little happiness looking at your beautiful collection of images.



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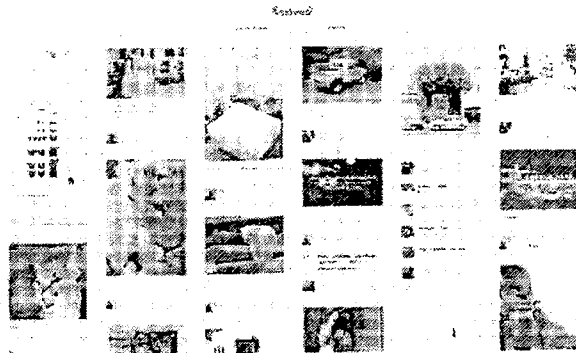
By Rob Waugh
UPDATED: 14:07, 13 February 2012

Picture-sharing social network Pinterest has become one of the fastest-growing social sites, increasing its market share by 68 per cent in January in the UK.

The site has hit 12 million unique visitors in the U.S - the fastest social network ever to hit the figure.

Techcrunch says that 97 per cent of Pinterest's one million Facebook likes are from women.

Earlier data from Experian Hitwise put the figure at 58 per cent female in December, driven by the photo-sharing site's focus on arts and crafts.



The site is built around visual 'Pinboards' where users share pictures and links they have found online. You find people to follow by 'telling' the site your interests.

Pinterest launched in March 2010.

It's still invitation-only, but the site gives out invitations within a few days of signing up, according to users.

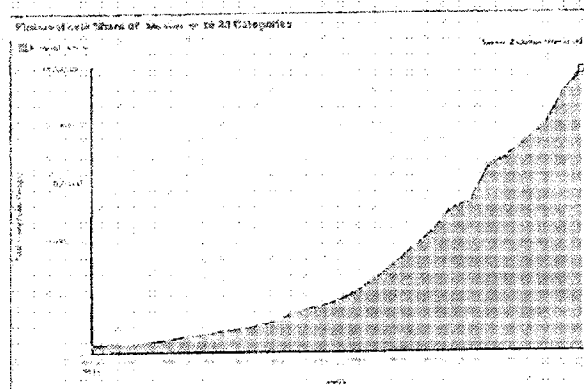
The site hit 1.9 million visits in the UK in January - nearly doubling the figure from October.

The site is a 'pinboard' where users share images and links about their interests.

It's been described as a visual version of Twitter. Like Twitter, you can 'follow' users who share your interests, and quick, brief picture posts make up the bulk of posts on the site.

Unlike Facebook and Twitter, posts appear as a 'pinboard' of images built according to user interests.

Smart Company says, 'You create a pin board and share it with others to view, add and comment. Capturing the imagination of users seems to be Pinterest's application of visuals to communicate; whereas Facebook and Google+ rely on text-based updates and sharing, Pinterest is like swapping football cards or holiday pictures.'



Experian's chart of Pinterest's users rising throughout 2011, going from around 50,000 in March to 11 million in December

Experian Hitwise, who published the latest figures, said, 'Pinterest content has something for everyone, but the site is dominated by images featuring home décor, crafts, fashion, and food.'

'Not surprisingly, visitors to the site skewed female (58%) and between the ages of 25 and 44 (59%).'

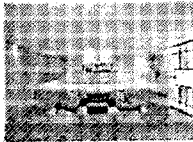
The site works as a 'timeline app' within Facebook, allowing Facebook users to use one log-in across both and share 'pins' - Pinterest's term for posts - via a Facebook page.

'Lots of people use Pinterest to get inspiration for the most important projects in their life. People use Pinterest to plan their vacations, redecorate their homes, and create menus for holiday dinners,' says the site.

'You can now share all of these pins on your Facebook Timeline and look back at all of your projects and inspirations across the year! To add pins to your Facebook Timeline, click the button on the top of your screen.'

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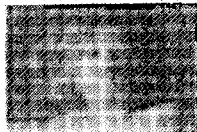
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I adore Pinterest, even moreso than Facebook!

- [Leanna](#), Middlesbrough, 14/2/2012 09:24

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Why is social networking sites like Facebook so compulsive? Peoples "normal" lives are being ruined by playing up to these sites, it is like being hooked on drugs. You don't have to access the world from your armchair you have a front door. I have a life outside of Facebook I just can't seem to find the password.

- [Gweny Condon](#), Livingston, 14/2/2012 08:00

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All we need now is the male only equivalent and it's game over Facebook and Twitter, there that didn't last long did it.

- [Jeff](#), Bromley, 14/2/2012 04:33

Click to rate... Rating 14

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Its only a few days since the mail had an article about the automatic geotagging of photographs. So please make sure that none of the images you upload are geotagged, otherwise you might end up helping burglars, stalkers or worse.

- [David](#), Manchester, 13/2/2012 22:05

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Can we now have gentlemen only places again.

- [Colonel Mustard](#), Oldham England, 13/2/2012 21:26

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So that's where the women of the internet are hiding.

- [Roddy](#), Bntennia, 13/2/2012 21:00

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I love Pinterest but there is some concern about their ToS stating that images become the property of Pinterest - most of them are already copyrighted to someone else so there could be problems ahead. In the meantime, keep pinning! "TheRaggedEdge".

- [Interested Observer](#), Wales, 13/2/2012 20:39

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I signed up to this site last week and I must say it's addictive. I wouldn't really call it a social networking site as such but it's great. Better than Facebook.

- [Katie](#), Scotland, 13/2/2012 18:12

Click to rate __ Rating 44

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Isn't Facebook already the Facebook for women?!

- DC, DC, 13/2/2012 17:45

Click to rate __ Rating 44

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Well I had to look didn't I. I could get addicted. Passed my daughter a link to pictures of nail art called water marble, my husband and easy buff pastry plant filled with pizza looking filling mmmmmmm and I have bookmarked a link to a baby poncho knitting pattern. Have not seen any bitching yet!

- mysisg, west oxon, 13/2/2012 17:14

Click to rate __ Rating 6

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19 November 2012



Pinning Down Creative Social Media: Pinterest Reaches 11 Million Users

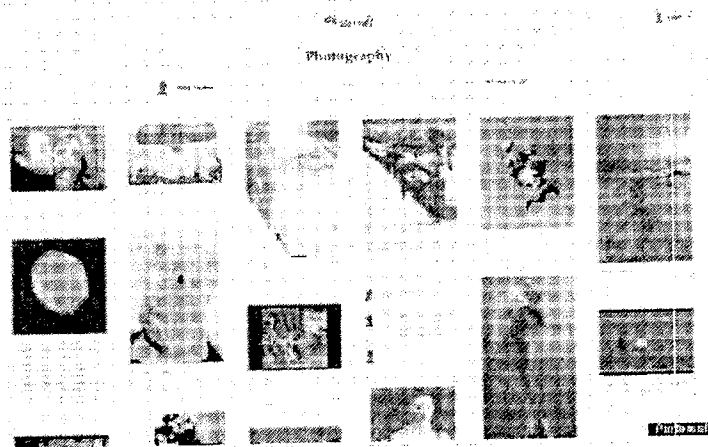
Posted: 18/02/2012 00:00

Elegant, addictive and creative - Pinterest is a fresh social networking platform that brings the simplicity of Twitter to the world of design and photography.

Just when you thought the survival of the online fittest had whittled down the reigning social media champions to Mark Zuckerberg and Evan Williams, a new kid on the online block has been busy building users and earning glowing reviews. Within just two years of development under its belt, small company [Pinterest](#) is making wave after wave on the entrepreneurial wide web.

The internet is bursting with images, there are probably just as many photos as there are words - Pinterest lets you grab a passing picture and pin it to a virtual board, to share with others, or simply to inspire. Build up as many pin boards as you like and peruse the creative collections of other users - if you enjoy visual feasts, then be prepared to gorge yourself with a relatively young online innovation.

It may all sound like a twee passing fad, another bubble in the online ocean, but this media company has just reached 11 million monthly unique users, passing the 10 million mark faster than any other standalone site in history. Since stepping into the social media ring in 2010, Pinterest is already taking on the heavyweight players.



Using the handy 'Pin It' button, you can add an online image to your board, and it automatically links back to the source. On [Huffington Post UK](#) Picture of the Day thousands of pictures pass our eyes every day as we bring you the best images from around the world - Pinterest brings a welcome reassurance that all our blood, sweat, tears and creative energy lives on after an article is old and buried - and digital composites continue to thrive on virtual pin boards.

Huge sign-up statistics aside, Pinterest is more than a new trend in social networking; it reflects the changing current of media, as users move even further from print to digital. Despite rapid development in the ease of e-book readers and the intuitive fluidity of the iPad, the gap between the printed page and the flickering screen is still ever-present. While

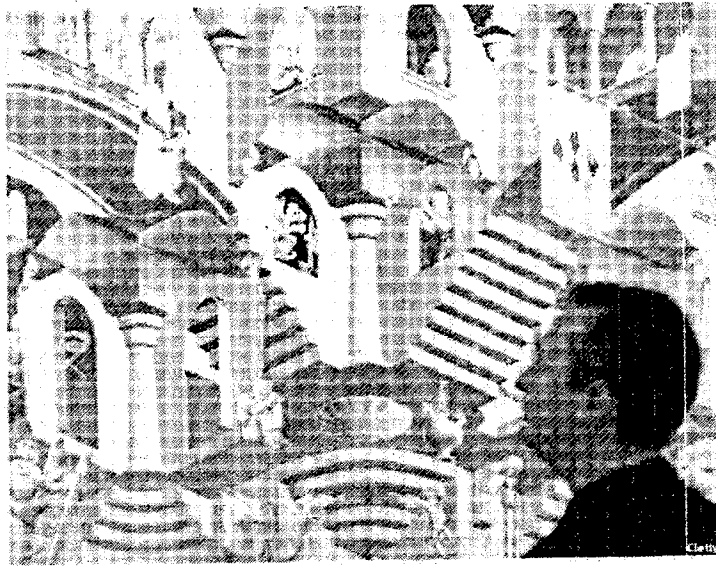
you admire your favourite artwork first hand, like Escher's 'Hol en Bol' (below), there is a visual experience that can be only attained when up close and personal, when you can see the scale of the canvas and the pencil strokes Escher used to create his unique mathematical optical illusion.

Yes, High Definition screens have true-to-life colours and million upon millions of pixels, but it doesn't let you uncurl a four-foot high poster and fix it to your bedroom wall. But Pinterest does go some way in addressing the gap - it is a quiet corner of the internet where you can decorate your virtual board with colours, photos, posters and drawings, expressing yourself through imagery, rather than witty tweets.

From a user experience, Pinterest is not perfect: not all images are pinnable, including Facebook ones (a clever block from the online giant?). Also, for those not inclined to expressing themselves visually, all the cleverness may feel a little redundant - the [Daily Mail](#) cynically mused: [Is Pinterest the Facebook For Women?](#)

For new users, Pinterest is not intuitive, I suspect many will lose patience as they try to get their head around the vast number of pin boards available. The slightly bizarre requirement that you "request an invitation" to Pinterest before joining does mean you feel special when you finally get access, but there seems no practical reason for the system.

A major target audience for Pinterest is those who work in the creative industries; one of my first contacts on the site was a designer who was building a virtual mood board to gather inspiration for a new theatre production. But with record break numbers of users signing up, it looks like Pinterest has well and truly moved outside of any perceived creative clique and is officially gone mainstream.



If you're interested in following my pin head [here](#). Plus, HuffPost UK Tech pinning away [here](#).

The question is, with so much success, Facebook be tempted to develop their own strikingly similar picture-pinning method. Time will tell. It's said imitation is the highest form of flattery, but it's not such a welcome complement in the hard-nosed world of online business.

For top Pinterest tips, take a look below

Pin what you love

1 of 9

PLAY

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Do you love lamp? Then pin lamp. The best Pinterest puzzles express the member's unique sense of style. If you're worried that yours isn't hot enough, don't. There's only one way to find out. Pin what you love, and with abandon. If you don't garner any followers, then at least you get a little happiness looking at your beautiful collection of images.

Follow Matthew Tucker on Twitter: www.twitter.com/Matt_Tucker

BBC NEWS

TECHNOLOGY

20 February 2012 Last updated at 09:19

Rory Cellan-Jones

Technology correspondent

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Pinterest - hot new network or another Quora?

COMMENTS (88)

After a decade of struggle, the social networking battlefield has quietened down. Facebook is the undisputed champion, while Twitter serves for instant news and comment. Google+ tries hard but, as one wag put it, it's like the gym - we all join but nobody uses it. But could there be another challenger - a visual network where people share images on a virtual pinboard?

Pinterest has been around for a couple of years, a place with a largely female and American audience, where people share ideas on design, fashion, travel, books - or anything else you can think of - by "pinning" photos to their various boards.

Over the past few weeks, it has suddenly become the hottest property on the web. In its monthly report on web activity, the ratings firm Comscore revealed that Pinterest was the third fastest growing site in the United States, with its audience rising from 7.5 million unique visitors in December to 11.7 million in January.

Those figures, coupled with a few articles in the tech blogs, have created a tremendous amount of buzz around the network. Over the past week I've noticed that a lot of my friends have joined, and that everywhere I go online the name Pinterest seems to crop up. So no doubt next month's Comscore figures will show even more rapid growth in the site's users.

It is all reminiscent of the hype a while back about another network, Quora. This site where you could ask and answer questions, often about technology, was very fashionable amongst the digerati at the end of 2010, with heady talk of it overtaking Twitter. I even wrote a piece asking whether it was going to be the next big thing in 2011.

Well that did not happen, and Quora remains a useful but niche forum with few signs of catching the attention of a mainstream audience.

So will the same thing happen to Pinterest, with a blaze of excitement followed by a return to obscurity? Perhaps not. What is different about this network is that the early adopters appear to have been women with mainstream interests - design, fashion, travel - rather than the geeky guys who peopled Quora, and may have proved intimidating to later arrivals.

When newcomers arrive, they will find the site both attractive to look at and easy to use. Whether they will stick with it is another matter - but if they do, you can also see a business model emerging rather more rapidly than on some other networks.

Much of the content on Pinterest is about products - furniture, clothes, books - and in many ways it is more like browsing through a very attractive catalogue than having a social experience. It is not hard to see how this could be attractive to advertisers, and already some pinboards are beginning to contain links to retailers such as Amazon.

There are plenty of questions about Pinterest. Will it face a backlash from media owners over a somewhat hazy attitude to copyright? Will there be privacy concerns over the way the network seems to force you to follow your Facebook friends the minute you link the two networks? And do enough people really have time to spend on yet another social network?

Like any social network, Pinterest will only be useful if the people who come to it bring interesting content. But I have a sneaking suspicion that this one will not be a flash in the pan, perhaps because, along with the countless pictures of cats, cakes and curtains, I've found some boards which appeal to me.

There is this collection of [pictures of old newsrooms](#), for instance; another [devoted to "fun, geeky things"](#).

And then there's [this board about the most notable companies of the month](#), compiled by someone calling himself Mark Zuckerberg.

If it really is the founder of Facebook, it appears he is keeping a close eye on a new neighbour. Tiny Pinterest is run from Palo Alto, a few miles from the sprawling new headquarters of the biggest social network the world has ever seen. It's unlikely that the upstart will have any impact on the growth of Mr Zuckerberg's business - but, as they say in Silicon Valley, only the paranoid survive.

Your comments (66)



Rory Cellan-Jones

Technology correspondent

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#nx12 <http://t.co/fpADPaRL>

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1. Rob Smith

20TH FEBRUARY 2012 - 9:51

Pinterest is very simple and so has that on it's side. The female element should also not be underestimated when you look at the likes of LookBook and Polyvore as well. It will occupy a good niche space. Not sure it will ever threaten the likes of Facebook or Twitter though.

2. MyVoiceInYrHead

20TH FEBRUARY 2012 - 10:00

I converted to Pinterest last week and if the number of active Facebook users is nearer to 350m than the 600m FB believe, then I may not be the only one.

Pinterest has 2 advantages, 1) It already makes money & 2) It doesn't ram adverts down your throat.

It's obvious that Pinterest is still in development from the bugs in it (The iPhone app died for a day last week) but it will be fixed.

3. MrK

20TH FEBRUARY 2012 - 10:56

I'm sure there's more to it than it seems on the surface, but Pinterest on the outset looks like Tumblr for women and, just as Tumblr fills a niche which Facebook doesn't, so does Pinterest.

If there's any comparison to be made, it's how long Tumblr will fare if Pinterest takes off.

4. John_from_Hendon
20TH FEBRUARY 2012 - 10:59

-14

These (mainly) female users are sending in other people's copyright material!

The only photos you can legally submit (i.e. publish) are those that you have taken with models who have signed model release forms that have been photographed from or on public land or with written permission. Photos of cloths or objects also require permission of the owner!

A clear class action for theft!

5. Miss Ingolf
20TH FEBRUARY 2012 - 11:06
4 John_from_Hendon

+6

It's a bit of a digression but you don't need a model release form in the UK. In the absence of any overriding contract, copyright rests with the photographer by default.

Comments 5 of 68

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Trending: Board of the internet? Try Pinterest

Another hot new social network – just what we need. But the joy and creativity of this site is easy to pin down

KARLY HICKINSON MONDAY 20 FEBRUARY 2012

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From the blogs



Anti-bullying week: Children are scared to be brilliant, to shine

With Anti-Bullying Week running from 10-23 November, Louise Reader-Smith from the Anti-Bullying Alliance



"I joined a year ago when it was in beta stage – it was a bit glitchy but I knew within minutes of using it that it would become a daily must for my work and play," says Anna Burles, 41, an interior designer. Founded by two Yale graduates – Paul Schirra (a former venture capitalist) and Ben Silbermann (a former Google advertising product specialist) – Pinterest.com lets users create virtual internet pinboards.

Pinterest's user base in November increased by 2000 per cent from June, according to digital analyst comScore. At 421 million, it had surpassed even super-popular email website Ego. Time magazine named Pinterest one of the five best social media sites of 2011. Now, everyone is talking about it and rushing to sign up.

With its clean, easy-to-use design, Pinterest taps into our desire to express ourselves and to discover things. Download a "Pin It" button to the bookmarks toolbar and click on it when you find images you like on a web page. It's that simple. Or snap your own photos with the Pinterest iPhone app. The collected images are then categorised and tagged with a description. Users have the option of subscribing to an individual collection or to everything another user posts. Collect, organise and share, that's basically what Pinterest is all about. Silbermann himself posted all the T-shirts he ever wanted to buy.

Recognisable names on the site include the model Coco Rocha and Project Runway's Nina Garcia and, as I write, it is reported that Mark Zuckerberg just signed up. Last week the journalist India Knight was

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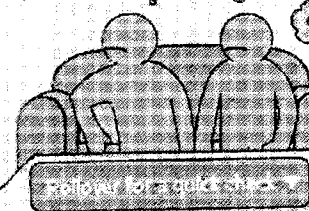


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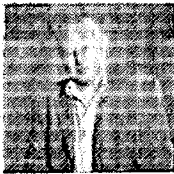
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enthusiastically tweeting about it to her 57,000 followers. In January, Rocha tweeted, "Dear Fashion, Pinterest is to 2012 what Tumblr was to 2011. There. I said it. If you need an invitation, DM me."

That's the other thing about Pinterest. You either sign up on the website and wait to be approved for an invite or have an existing Pinterest account holder send you one. It's reminiscent of the early days of a certain email service (cough, Gmail) launched by a certain popular search engine. I succumbed to the hype last November and queued up for an invite after seeing people in my Twitter feed rave about it. By December my account was activated and now I spend about 30 minutes a day on the site. It touches on my instincts for collecting and organising - my Pinterest boards are neat categories of inspiring photographs, interesting graphic design and vintage magazine covers.

Launched in March 2010, Pinterest only started gaining momentum late last year. And according to Silbermann, the site's first users were mostly women in the US Midwest, and most addicts continue to be women. Luci Hindmarsh, 39, who blogs at mother.wife.me, joined only a month ago but already finds it compulsive. "It's a good way to keep track of cool stuff I've seen on the web. I'm like a magpie when it comes to beautiful things, so it is nice to have somewhere to stick all the online gems I find."

Crafting and hobbyists have also found ways of using Pinterest for inspiration. Kerry Davies, 28, a social media manager, says: "I use it for ideas of things to make, crafts, recipes, jokes, what pieces of clothing to piece together. Just about anything really."

Every time a new social media network gains steam, companies and brands are never far behind. Its wide digital reach - Pinterest had 11 million unique users in January - can be used for leverage. Bergdorf Goodman uses it like a catalogue with categories such as "favourite fashion moments from New York Fashion Week" and "winter beauty solutions". Traditional media outlets such as Time and Newsweek also have profiles. Burles, who runs her own interior design business, says: "When I'm researching furniture and accessories or art to buy for a project, I create a board which I then share with my client - they give me direction about the things they love most."

It took five years for Tumblr to hit fever pitch - it had 14 billion pageviews in December, investment poured in and the company now needs to prove it can turn a profit. We could see a similar drastic expansion from Pinterest. So women, be warned, keep an eye on your addiction.

Karen Hodgkinson's Pinterest is <http://pinterest.com/thedailyhum>

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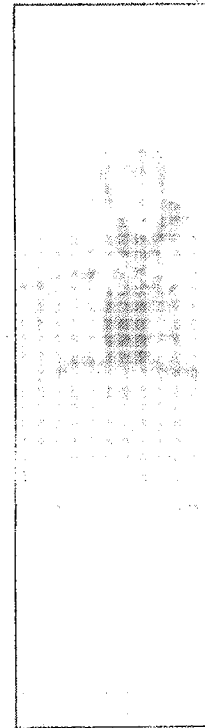
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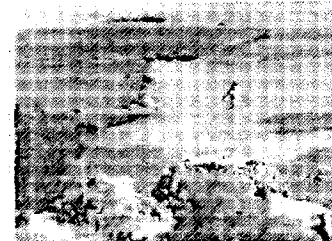


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TECHNOLOGY

21 February 2012 Last updated at 16:46

Pinterest moves to address copyright fears with opt-out

Social networking service Pinterest has responded to concerns over copyrighted material by allowing websites to opt-out of being featured on the site.

The site, which bills itself as a "virtual pinboard", allows users to post pictures and other content onto a personalised profile.

However, some have raised concerns that the format encourages unauthorised sharing.

Concerned sites can now block their content by adding a line of web code.

Any Pinterest user attempting to share images or other material from a site with the "nopin" instruction will be told: "This site doesn't allow pinning to Pinterest. Please contact the owner with any questions. Thanks for visiting!"

In a blog post, co-founder Ben Silbermann said Pinterest cared about "respecting the rights of copyright holders".

He added: "We understand and respect that sometimes site owners do not want any of their material pinned. For these folks, we provide a snippet of code that can be added to any website."

In addition to the code, copyright holders can - like most sites featuring user uploaded content - request that material be taken down via an online form.

Free speech

Pinterest has grown rapidly, with reports from ratings firm Comscore suggesting the site had 7.5 million unique visitors in December, rising to 11.7 million in January.

However, concerns over copyright violations have caused some users to back away from using the service.

Niri Shan, a media law expert from Taylor Wessing, said he believed the move to enhance measures for rights holders would probably work in Pinterest's favour, should rights holders begin make legal claims.

"I think they [the courts] would look favourably," he said.

"Overall the court will have to look at the public interest. Blocking sites has implications for free speech - it's not something the court will do every day of the week."

Mr Shan added that Pinterest's key approach would be to prove that while copyrighted material might be uploaded to the site, it was not the service's primary function - an accusation made about other sites, such as MegaUpload and Newzbin, in recent court cases.

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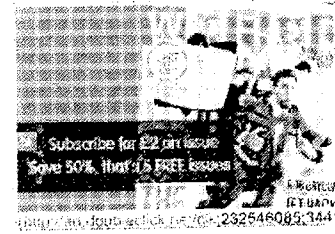
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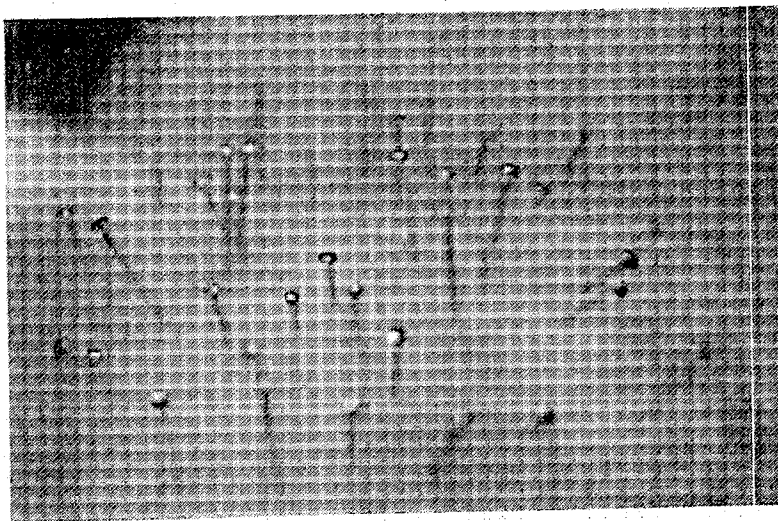
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Pinterest combines Flickr and Delicious to create the tidy-web

By Andy Robertson (/search/author/Andy-Robertson) 22 February 12 (Wed, 22 Feb 2012 17:08:00 +00:00)



Andy Robertson
Chief GeekDad

@GeekDadGamer

<http://twitter.com/GeekDadGamer>

Comments
7
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Pinterest may have fallen foul of your social media fatigue, but don't let that eclipse what is a fascinating and fast evolving service.

I'll admit my initial reaction to it was rather cynical. It seemed another way to crowbar a few more clicks out of an unsuspecting public. Wasn't liking something on Facebook, retweeting on Twitter (/tags/twitter) and posting on Flickr enough already?

Pinterest (<http://pinterest.com/>) is essentially social photo sharing site designed to look like a pinboard, but it's more than that. Each pinned photo can link to a website and essentially acts as a visual bookmark that can be shared socially.

I may sound like I know what I'm talking about, but actually my whole experience of Pinterest is via my wife. She, and a few of her female friends, really got into it recently and I ended up vicariously finding out about it through them.

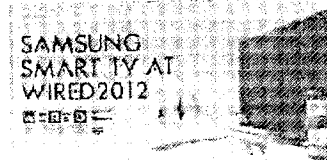
During the course of a few evenings, while she grew ever more distracted with Pinterest on her phone, I tried to wheedle out of her why she happily spend hours on the site in a way she hadn't with other parts of the internet. It came down to a few things, but not what I'd expected and as much about form as function.

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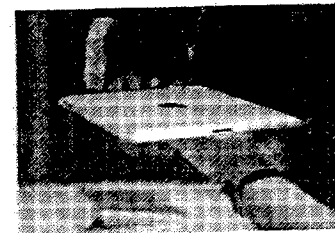
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Pinterest solves a number of her hang-ups that kept her from reading blogs. Firstly it made them look "tidy", to use her words. You can see what people in your feed are writing about and reading by the images they have pinned. This does away with the lumpiness of blog design and navigation while at the same time encourage bloggers (such as myself) to use better images to top their writing because in Pinterest land they become like mini-adverts.

Secondly it solves the subscription problem for those not already using Facebook (/tags/facebook) or Twitter for this. My wife is case in point; she often wants to subscribe to a blog but doesn't want to be spammed in her Facebook feed and doesn't use Twitter. Pinterest collates items from people she follows and pings her when they have pinned something of interest as well as offering a feed of images to browse at her leisure. In this respect it's like a picture driven version of Delicious.

Pinterest basically cleaned up blogging (/tags/blogging) for her. But that's not all it does by a long way. The simple idea of associating an image, a link and a category has all sorts of applications. Socialising images in a much more accessible way not only makes it more attractive than sites like Flickr but it also means those images can spread while retaining a route back to their source.

Pinterest also offers a Twitter-like ecosystem without the jargon and code-words that kept my wife from the twittersphere. This simplicity has encouraged her to curate a number of her own boards in addition to following those that others have created. This is very different from her brief stay on Twitter where she only read tweets and not once wrote her own tweet.

But more than any numerical or financial success, Pinterest has already connected our family with all sorts of interesting pages on the internet, not to mention a few pretty pictures.

[Andy Robertson \(http://www.gamespeople.co.uk/andy-robertson-radio.htm\) is Wired.co.uk's Geekdad and produced Family Gamer TV \(http://www.youtube.com/watch?v=K0M78\)](#)

POLL

Is there space for another social network in the world?

- ☐ Yes always.
- ☐ As long as it offers something new
- ☐ No, too many already.

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Written by [Andy Robertson](#) [Flickr](#) cc-licensed helmut
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Comments

It's been the talk of the town over the last few days. Seems there are issues with potential copyright infringements, so I suspect Pinterest will be changing their terms and conditions shortly.

I use the service and personally I find it very useful, especially for finding things for kids to do, and ideas for space saving in the garden and on allotments.

technophile Feb 23rd 2012

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19 November 2012



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JG Feb 23rd 2017

Good point about image ownership issues that Pinterest will need to resolve. In terms of my wife using a blog reader I have suggested this in the past, but her non-technie outlook means that this just seems like too much work to setup and with an end result that "functions well but does not look good." Pinterest solves this issue for her with the benefit of the more aesthetic appearance.

Andy Robertson Feb 24th 2012

If your wife wants an easier way to read blogs, why not use a blog reader? Google reader, or a blogger reader in the blogger dashboard, all provide a simple clear feed of followed blogs without all the problem of visiting different sites.

JG Feb 23rd 2012

I use pinterest and I love it! Yes there is a problem with the image ownership, but as a digital artist myself I don't care as long as the link on the picture comes back to me and not some random website, and I know that would be very hard to impose but there are more honest people than dishonest people out there. I think pinterest is brilliant for finding blogs, art and for discovering new ideas. Blog readers aren't as good as pinterest because you still have to sift through all of the rubbish (who has time for that?), because you follow people who have the same interests it has all been found for you. Pinterest lets you find everything you want with the maximum of 3 clicks and it's beautiful to look at. I loves it!

Hazel Feb 24th 2012

specifically the last part.) I care for such information much. I was seeking this particular information for a very Excellent post. I was checking constantly this blog and I'm impressed! Extremely useful information long time. Thank you and good luck.

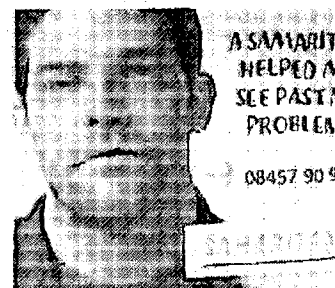
James Harden Mar 23rd 2012

Thanks for letting me write to discuss this. I feel strongly about it and really like learning more on this matter. If possible, as you gain experience, would you mind updating your blog with more details? It is extremely helpful for me.

chales joseph Mar 25th 2012

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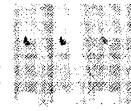
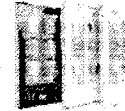


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guardian

Why Pinterest isn't just for girls

There's a lot of talk about the new site where you can essentially make big lists of things and pictures that you like. But what does it look like from the inside?



Kate Sevan
guardian.co.uk, Wednesday 22 February 2012 09:32 GMT



Oh, it's just like a photo you'd find on Pinterest. Photo credit: Sakabunka Publishing

When I suggested I should write about Pinterest, the technology editor chortled in return: "Everyone says It Is For Girls. You are a Girl. Therefore you are Perfect to do it."

And that's pretty much the perception of Pinterest, the latest social media hot thing. The company was founded in 2008, and the site launched two years ago, but although it's been steadily gaining a foothold in the US, it has only just taken off in the UK.

The concept is clever and straightforward: users create "pinboards" of stuff they find around the web, arranged around themes. Think of an interior designer's moodboard, and you've got the general idea. For now, it's invite-only, though you can request an invite via its login page if you don't have a friend already using Pinterest.

So what's it like to use? Well, clunky. And slightly annoying: it insists that you connect to it via either Facebook or Twitter, which means that if you don't want to share your "pins" (bits of content that you add to your boards) with your friends and followers then you'll have to turn off all the notifications after you've signed up. The sign-up process also insists on assigning a bunch of random people for you to follow, which means you'll have to unfollow them later if their boards don't appeal.

Follower model



Its following and interacting model is a cross between Facebook and Twitter. Like Facebook, there's a symmetrical aspect: to interact with someone else's boards or pins, they have to follow you, and vice-versa: unlike Twitter, you can't interact with someone

you don't follow. However, like Twitter, it's open and asymmetrical – you don't have to follow back, and it's totally open; there is no option to hide your profile or any of your boards.

Adding content

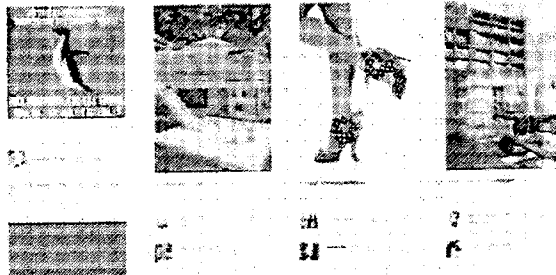
You add stuff to boards either by uploading the link or by using the bookmarklet available on the Pinterest site. It then offers you a series of the images from the page and a box into which you can add your comments.

There are a couple of irritations here: first, more often than I'd like, the site will announce that it can't find any images or videos and therefore it can't create your pin, even though the page you're looking at is brimming with images. Your choice then is either to abandon the pin, or do it the clunky way, which is to get a screengrab of the page, upload the resulting image and make sure you put the URL of the page in yourself.

Second, there's no text formatting, so any comment you add to your pin is a long stream of text: it would be nice to be able to add paragraph breaks, if nothing else.

You also can't pin anything from Facebook, which on balance I think is a good thing, even though you can of course screengrab and add the image that way. It should at least give users pause to think about the privacy of the friend whose content they are trying to pin.

Sharing



A screenshot taken at

random on Pinterest's landing page

Ah, yes, sharing content. Copyright is the big grey area on Pinterest: pins automatically grab an associated image that you may well not have any rights to reproduce.

Yes, the pin links back to the page you grabbed the content from, but that in itself could be infringing copyright. There's a copyright declaration on the site, but it doesn't make any feint towards saying it will police content itself (meanwhile, Google runs algorithms to make sure anything you post to YouTube doesn't infringe copyright).

It has taken steps to allow website owners to restrict pinning but as Pinterest grows, the prospect of responding to what could in theory be thousands of takedown requests a day could become overwhelming.

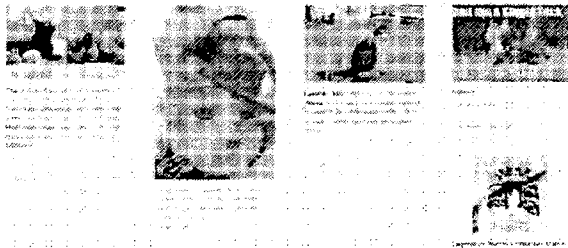
Once logged in, your landing page is a visual jumble of your pins and those of people you follow. It is a little overwhelming, and can be hard to find stuff you want to look at, especially if something is going viral: seeing the same image reproduced several times on a page is offputting. On the left is your activity feed, where you can see who's followed your boards, who's liked a pin, who might have repinned your pin (the same idea as Tumblr's reblogging).

I think this misses a trick – if you click on a notification that someone has repinned one of your pins, it takes you to your original pin rather than the repin: to go on, you have to click twice to get to the repin, which in effect is a dead end – it doesn't encourage

conversation and interactivity as well as it might.

For me, that epitomises the clunkiness of Pinterest: it's just not easy enough to do the social bit of it. And the (potential) viral ecosystem therefore isn't quite working: when I post that I've started new boards on Twitter or Facebook, that seem to drive more traffic to me than organic discovery of my stuff by other Pinterest users.

Love story



What I love about it, though, is how its limits are as wide as your imagination. Sure, there are a lot of mood boards and collections of images of expensive chairs. But I for one am collecting different kinds of stuff. I've got a board collecting examples of right-wing craziness from the US, for example; and a board of books. Oh, and a board about cats, of course.

Brands, inevitably, love it, and Pinterest is a very strong driver of referrals, which gives a clue as to how it plans to monetise - always a tricky issue for social media services that aren't Facebook or Google+. Until recently, Pinterest was quietly using Skimlinks to generate income from links posted by users to products. A bit of a fuss ensued, and Pinterest dropped Skimlinks, saying: "Right now, we are focused on growing Pinterest and making it more valuable. To fund these efforts, we have taken outside investment from entrepreneurs and venture capitalists. In the past, we've tested a few different approaches to making money such as affiliate links. We might also try adding advertisements, but we haven't done this yet."

Conclusion

As a user, I like it a lot, though I have some reservations about the smoothness of its interactivity. And like many new web services that suddenly take off, the infrastructure often creaks: I hope Pinterest will be ramping up its server capacity soon. What I like about it is its visual appeal and how the only limits to what you collect are those imposed by your vision.

It might be a bit girly to look at, especially when you arrive at a random page full of interior design or fashion boards, but it's definitely not Just For Girls.

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**awkwardquestion**

22 February 2012 10:17AM

It say it is invitation only to make you think it is invitation only but anyone can join. The whole thing to me is an example of how obtuse code writers can be with words. The copyright clause is basically label your goods or anyone can steal them and resell them. It should be the other way around, opt in if you want your images pinned.

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Responses (0)

[Report](#)[Share](#)**g33kthug**

22 February 2012 10:25AM

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**CompactLaw**

22 February 2012 10:28AM

It does make me laugh when people complain about a website trying to make money incidentally via affiliate links. The service is free (like a lot of others). But do they suppose that everyone who works there is unpaid and that servers are now available for nothing?

If their infrastructure creaks a bit; allow them to make money to improve it.

The internet seems to be the only industry where everything is expected to be given for free. The truth is that a lot/most that provide a free service make money by selling your data to third parties, particularly in the US - which has little in the way of data protection legislation.

Would it not be better to agree to ads or affiliate links and keep your data private?

A much better trade-off.

(This is not intended to be a rant, just want to point out the reality of what goes on.)

Recommend (9)

Responses (0)

[Report](#)[Share](#)**jamesrcsmith**

22 February 2012 11:05AM

I personally love Pinterest, and have written an article about job hunting with the site [HERE](#).

hope you like it!

Recommend (0)

Responses (0)

[Report](#)[Share](#)**Fantomex150**

22 February 2012 11:20AM

Recommend (0)

Responses (0)

It's interesting, it's like Tumblr combined with aspects of Twitter and Facebook.
Only signed up a few days ago, but it's pretty nice.
One to watch, certainly. Good potential.

[Report](#)[Share](#)**hrwaldram**

22 February 2012 11:28AM

[Recommend \(4\)](#)[Responses \(1\)](#)[Report](#)[Share](#)

Have been on Pinterest for a long while now (Kate you just started following me! :) - and got to say when I go on it (about once a day) I can spend a good 45 minutes browsing, getting inspired and feeling generally quite creative.

As someone who never really got into fashion, food, or crafts - you'd think Pinterest wouldn't be for me.

But on Pinterest I've found some great likeminds looking at scheuomorphism (new technology that looks like old analog), those who like foxes (and owlets) and ballet fans AND loads of people who love things made of maps.

I don't think I'm going to be following the same people I'm friends with and follow on Twitter - it's feels more like Pinterest is what it says on the tin - a place to explore some of your interests which friends or colleagues might not care about.

For now, it's all very Pinteresting.

**hrwaldram**

22 February 2012 11:29AM

[Recommend \(0\)](#)[Responses \(0\)](#)[Report](#)[Share](#)

Oh and we should also mention that we have our very own Guardian Pinterest account here. Follow for behind the scenes, frontpages and more! (and please do make any suggestions here...)

**LucianOfSamosata**

22 February 2012 2:09PM

[Recommend \(16\)](#)[Responses \(2\)](#)[Report](#)[Share](#)

Loads of Pinterest articles all over the media for the last few days.

Obviously they're on a Marketing Push ahead of some IPO or other and the hacks are lapping it all up.

**Ro42**

22 February 2012 2:50PM

[Recommend \(2\)](#)[Responses \(0\)](#)[Report](#)[Share](#)

Response to LucianOfSamosata, 22 February 2012 2:09PM

Conspiracy alert, conspiracy alert! Sound the alarms, something new and potentially popular is being mentioned in the media! Must be corrupt!

**Ro42**

22 February 2012 2:51PM

[Recommend \(2\)](#)[Responses \(1\)](#)[Report](#)[Share](#)

It must be hard to actually invent or launch something now, because as soon as it gets mentioned in the news everyone just cries "Advert! Conspiracy! Corruption!"



motherwifeme

22 February 2012 3:10PM

Response to [hrwaldram](#), 22 February 2012 11:28AM

I've been on Pinterest for a month or so and am loving it. I first went on as I started seeing the Pinterest badge on fellow blogger sites, so thought it would be a good way to add to the online profile of my blog.

But once I got into it, I realised it was a whole different playing field - I should really have found a girlier way of putting that - I am connecting and being inspired by a whole new bunch of people online and I don't care if they ever come and visit my blog, it is all about the Pinterest! Did I just type that, on a national newspaper site, doh!

Anyway, I agree with you totally, I don't necessarily follow the same people I'm friends with on Twitter - there is of course some crossover - Pinterest is its own little world at the moment and I'm loving foraging out new finds to fuel and inspire my creativity.

[Recommend \(1\)](#)

[Responses \(0\)](#)

[Report](#)

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FlashAhAh

22 February 2012 4:55PM

@Ro42

Will be interesting over the next while to click on some of the exuberantly positive contributors and see exactly how long they've been registered before airing their appreciation.

[Recommend \(2\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



CakeTin

22 February 2012 5:38PM

It may also have been worth mentioning that Pinterest gives you absolutely no control at all over your Pins - the terms and conditions make that quite clear. So users uploading their own work are utterly unable to stop other users from taking it.

This is what stopped me from creating an account!

[Recommend \(2\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



Dzierzega

22 February 2012 11:21PM

I have read several articles about Pinterest and I still don't understand what the point of it is.

Why would you want to "pin" stuff? Why would you want to see what other people are "pinning"? WHY?

It reminds me of people who are constantly changing their "personal message" on msn oblivious to the fact that nobody actually cares.

[Recommend \(3\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



mrparks

22 February 2012 11:51PM

[Recommend \(9\)](#)

[Responses \(0\)](#)

Well one quick perusal of the front page shows a collage of cupcakes, hair, makeup and wedding related nonsense. I'm failing to see what this offers a virile, red-blooded male like myself?

[Report](#)
[Share](#)

Ooonassa

23 February 2012 2:58AM

Food, fabrics, fashion, flowers, fluffy animals and babies without amusing captions.

Do not want.

[Recommend \(5\)](#)
[Responses \(0\)](#)
[Report](#)
[Share](#)

LondonHack

23 February 2012 1:21PM

Why does every shiny new social website have at its heart selling stuff?

[Recommend \(1\)](#)
[Responses \(0\)](#)
[Report](#)
[Share](#)

Niloufas

23 February 2012 11:46PM

I followed a load of random people this morning before work, none of us liked the bus much.

[Recommend \(2\)](#)
[Responses \(0\)](#)
[Report](#)
[Share](#)

Adds

23 February 2012 11:51PM

Not Pottermore for Pinter fans then? How disappointing.

[Recommend \(1\)](#)
[Responses \(0\)](#)
[Report](#)
[Share](#)

LondonManc

23 February 2012 2:24PM

Response to [LucianOfSamosata](#), 22 February 2012 2:09PM
hehehehe... Actually not too much of a leap of imagination, that. But surely you didn't expect the Guardian NOT to spend an inordinate amount of time talking about how it knew about it before it was cool??

[Recommend \(3\)](#)
[Responses \(0\)](#)
[Report](#)
[Share](#)

HateMale

23 February 2012 6:24PM

Why would you want to "pin" stuff?

It's what I do. The other Cenobites stand around looking menacing, I do the cool stuff with the chains. That's how we roll.

Why would you want to see what other people are "pinning"?

If I catch anyone else pinning: I will tear their souls apart.

And then report them for copyright infringement and possibly defamation of character, if they were doing it wrong.

WHY?

Pinning lists is an angelic pursuit to some, a daemonic waste of effort to others. Pleasure/pain indivisible.

[Recommend \(0\)](#)
[Responses \(0\)](#)
[Report](#)
[Share](#)

Only signed up a few days ago, but it's pretty nice.
One to watch, certainly. Good potential.

Fanto

Oh, such sincerity.



EMComments

24 February 2012 9:54AM

[Recommend \(2\)](#)

[Responses \(0\)](#)

Response to [R042](#), 22 February 2012 2:51PM

[Report](#)

Try reading the advertising by motherwifeme in the comment below yours.

[Share](#)



denim3301

24 February 2012 2:40PM

[Recommend \(2\)](#)

[Responses \(0\)](#)

I was introduced to Pinterest by my wife when we were renovating our house. we found it really useful to build up a 'Bathroom' board with all the sinks and showers etc that we were finding on sites and then pinning them with the prices. we could then see an overview of our design choices. it made the whole process of comparing product much easier.
now the bathrooms finished i've carried on using it for work purposes to build up design inspiration from around the net for various projects.
So its not just for girls and fluffy cats.

[Report](#)

[Share](#)



reflecta

24 February 2012 9:45PM

[Recommend \(0\)](#)

[Responses \(0\)](#)

Has anyone checked to find a Facebook connection here? Sounds like the same guff.

[Report](#)

[Share](#)

Comments on this page are now closed.

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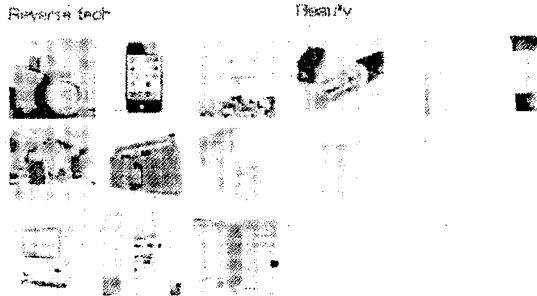
the guardian

Pinterest piqued in UK for 'creative, pretty and completist' social network

Online home for cataloguing images of everything from ampersands to Pinter tributes proves popular with women



Hannah Waldram
The Guardian, Friday 24 February 2012 15:45 GMT



Pinterest boards of Hannah Waldram and Sali Hughes. Photograph: Pinterest

After rapid growth in the US, the hottest new social network on the internet is starting to take off in the UK – with an unusually high proportion of women users.

If you've ever cut out something from a magazine, collected stickers in the playground, or made a photowall of your favourite postcards, chances are you'll understand the attraction of Pinterest.

Dubbed the "Tumblr for mums", Pinterest allows people to create online displays of their likes and interests – from home decor to nail art – by "pinning" images and videos on to virtual boards.

It has grown rapidly in the last six months, driven largely by tech blogs and word of mouth. Reliable figures on the site's 12m monthly unique users are hard to come by, as the 10-strong team in Palo Alto, California, went quiet after Pinterest's popularity surged, but its reported "pinners" in the US are somewhere between 57% and 97% female. Early figures suggest the gender balance of the UK's 200,000 users is more even.

The year-old site started as an idea for an online catalogue where friends could share tastes. Early adopters include crafters, foodies and creatives who jumped on the easy way to store sources of inspiration and share ideas in an online moodboard. Those who are self-confessed "pindicts" talk of a need to organise and compartmentalise in a digitally scatty world.

The most popular boards are on weddings, planning and food, making the grid-like homepage look like Good Housekeeping from the 1980s. Pin etiquette advises users to "avoid self-promotion" and to "be nice", which makes the site feel like a safe haven away from trolls and online haters – one of the possible reasons it has been a hit among new mums.

Guardian weekend columnist Sali Hughes uses Pinterest to nurture a fashion obsession – and says it satiates curtain-twitching nosiness and the curious feeling of walking through someone else's home.

"I'm quite obsessive about products – clothes, home details, flowers and all those things. Pinterest is the only social network which caters for that. And it's also bloody useful – sometimes you bookmark something and you can't remember why, but Pinterest is a visual reminder.

"I think the reason women joined is it's compulsive sharing. It's creative and pretty and it's also completist – it's a great feeling when you finish a lovely board. It also makes you crystallise what it is you love."

Companies are quickly cottoning on to Pinterest potential – creating boards that reflect brand lifestyles, like [Wholefood's strength board](#), or behind-the-scenes boards like the [US Today's anchor antics](#) (and the [Guardian is on Pinterest](#) too). One of people's favourite boards is called [Things I think women like, as a man \(a satire\)](#), while one of cofounder Ben Silberman's favourites is on [household weapons](#), and there are boards on everything from [Pantone colour palettes](#) to [Harold Pinter tributes](#).

Anecdotally, male users say they "don't get" Pinterest, aren't interested in creating visual aides for real-life decision making, or don't see the need to have an image-based bookmarking site. The site also doesn't lend itself to boards around technology, although high-profile pinner and Facebook founder Mark Zuckerberg co-created a pinboard of [iPhone home screens](#).

One of Technology blog Mashable's top boards is on [infographics](#), and Mashable's community manager, Meghan Peters, thinks Pinterest is here to stay: "The site has quickly struck a chord with a mainstream audience – a difficult feat for a new social network. Its novel design allows users to experience the web in a way that makes them feel productive and inspired. In addition, there's plenty of monetisation opportunities with brands (retailers in particular) jumping on the bandwagon."

Pinterest is pegged on to the idea of sharing – which this week raised questions of copyright about pinning original content from photographers and publishers – but it's something avid pinners fiercely defend.

Cardiff photographer [Pippa Bennet](#) says it suits her work perfectly: "It gets my photography recognised and seen without me having to shove it down anyone's throat. I can also interact with potential clients in a totally novel way. If they like what they see of my photos or they see other things I've pinned, they can go look at my other boards and see what, beyond my own photographs, I enjoy."

Ads by Google

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
[www.social360monitoring.com](#)

Comments

30 comments, displaying

[Oldest](#) ▾ [first](#)

 Staff

 Contributor

Comments on this page are now closed.

[TVwriter](#)

Recommend (18)

24 February 2012 4:00



In addition, there's plenty of monetisation opportunities

Got it in one.

Responses (0)

[Report](#)

[Share](#)



clairiel

24 February 2012 4:51PM

I love Pinterest! Early stats for UK suggest there are more men using it than women though. See this infographic on Mashable for the US / UK breakdown:

<http://mashable.com/2012/02/14/pinterest-america-england-infographic/>

Look at what's being pinned though and you defo get a sense of who is really using the site (rather than just looking around for monetisation opps!)

Recommend (4)

Responses (0)

[Report](#)

[Share](#)



nattybumpo

24 February 2012 5:13PM

Sorry, but as a man, I just don't get it.

Could you try and explain it to me again please?

Recommend (9)

Responses (1)

[Report](#)

[Share](#)



vanillalatte

24 February 2012 5:30PM

I'm definitely on the Love side of this! Pinterest has really, really helped me plan my wedding. Having such a simple way to both catalogue and visualise all my ideas without having to print them out and glue them into a scrap book has been so useful!

I also have boards for fashion and style, recipe ideas, interior design and crafting inspirations.

Recommend (2)

Responses (1)

[Report](#)

[Share](#)



Kezor

24 February 2012 5:41PM

'From nail art to home decor' Ah, yes, women's interests all covered there.

I love Pinterest. I've got one board for books read in 2012, another for films. I'm going to make boards for favourite places. I make boards for the books I write. It's not 'tumblr for mums'. It's a useful way of collecting stuff together and sharing with others.

Recommend (17)

Responses (2)

[Report](#)

[Share](#)



dfic1999

24 February 2012 6:03PM

Waldram:

Anecdotally, male users say they "don't get" Pinterest, aren't interested in creating visual aides for real-life decision making, or don't see the need to have an image-based bookmarking site.

Recommend (11)

Responses (1)

[Report](#)

[Share](#)

Ah, these would be the men who don't work in any visual or graphic-based industry or who aren't interested in, say, photography, design or the visual arts? Yeah, 'cos there's hardly any men around like that.



dafnilitin

24 February 2012 6:14PM

Response to [Kerz](#), 24 February 2012 5:41PM

i was ready to dismiss pinterest but your comment made me think twice, cataloguing books, films and music is a great idea! thanks :)

[Recommend \(7\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



Ooonassa

24 February 2012 6:39PM

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[Recommend \(10\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



Zhaph

24 February 2012 6:39PM

Yep, monetization by using the license you've given them to sell your content ;)

<http://www.ibtimes.com/articles/301714/20120220/pinterest-copyright-terms-service-tos.htm>

[Recommend \(9\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



redflag

24 February 2012 7:03PM

Response to [Kerz](#), 24 February 2012 5:41PM

I've got one board for books read in 2012. another for films. I'm going to make boards for favourite places. I make boards for the books I write. It's not 'tumblr for mums'. It's a useful way of collecting stuff together and sharing with others.

i'm no luddite... but why? why do you want an online list of the books you've read... why do you want to share this list with other people?! WHY?! don't people rely on/ have memories anymore? must EVERYthing be 'shared'?

[Recommend \(11\)](#)

[Responses \(1\)](#)

[Report](#)

[Share](#)



hrwaldram

24 February 2012 7:21PM

Response to [dfic1999](#), 24 February 2012 6:03PM

Hi dfic1999

I actually did speak to some product designers who said they were on pinterest but reluctant to create boards which gave away

[Recommend \(5\)](#)

[Responses \(1\)](#)

[Report](#)

[Share](#)

their sources of inspiration. They told me they felt they already gave enough away on their website, Facebook and twitter feed so didn't need another more visual channel. Thanks for your comment.



euonymus

24 February 2012 7:22PM

Response to [redflag](#), 24 February 2012 7:03PM

I don't understand the need to share everything either but I guess it perhaps helps people to feel important and attended to in some way. My guessing is in no way judgemental....it's just an observation.

[Recommend \(3\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



hrwaldram

24 February 2012 7:28PM

Response to [vanillalatte](#), 24 February 2012 5:30PM

Hi Jen! Think a lot of people have felt its great for planning real life events. See you on there (hannahrw)! X

[Recommend \(2\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



USlibrarylady

24 February 2012 7:51PM

For the past 9 months I've had weekly visit to the craftzine blog, make, instructables, all looking for ideas i can use as a Librarian - craft ideas, displays, etc... Pinterest allows me to create a "holding pen" for the weblinks, instead of endlessly printing out instruction (my library is under orders to limit printing, esp. in color).

By typing a comment, all of a sudden I'm being followed by other Libraries (thanks - and you're happy to use my brainstorm, brain squalls, really).

Might not be for everyone, but I actually use Pinterest, aand hope it stays around.

[Recommend \(2\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



EIDavid

24 February 2012 8:16PM

I'm trying to get off social networks, and new ones keep popping up.

Pinterest would probably actually appeal to me, being in the Design field. But I just don't have the desire to join another network.

[Recommend \(1\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



mofaha

24 February 2012 08:13PM

Serious warning: I'd give their terms of use, specifically those relating to copyright, a very thorough read before posting any original content on Pinterest. My understanding is that you reliquish all rights to your material when posting there, and that they explicitly reserve the right to make commercial use of anything posted there.

[Recommend \(5\)](#)

[Responses \(1\)](#)

[Report](#)

[Share](#)

Danamo
24 February 2012 9:15PM

its reported "pinners" in the US are somewhere between 57% and 97% female

So it's popular with defected Eastern European shot-putters?

Recommend (3)
Responses (0)
[Report](#)
[Share](#)

Danamo
24 February 2012 9:27PM

Response to [hrwaldram](#), 24 February 2012 7:21PM

I can see how it's popular, but don't quite understand why anyone would want to share the information publicly? Especially as interests are drip fed to friends on Facebook or similar. Every day I could see one new thing irrelevant thing that my friend's partner has flagged as interesting, like Jack Vettriano or Party Rings. *Unsubscribe from Claire*

Recommend (2)
Responses (0)
[Report](#)
[Share](#)

NoRoomInTheDoghouse
24 February 2012 6:29PM

Response to [nattybumpo](#), 24 February 2012 5:13PM

Sorry, but as a man, I just don't get it.

Could you try and explain it to me again please?

Sorry, but as a woman, I just don't get it either.

Recommend (5)
Responses (0)
[Report](#)
[Share](#)

barfiller2
24 February 2012 9:37PM

"...which makes the site feel like a safe haven away from trolls and online haters..." Arrrrgh! Another writer who doesn't know that a haven is a safe place by definition.

Recommend (3)
Responses (0)
[Report](#)
[Share](#)

Ocoonassa
24 February 2012 10:02PM

Response to [mofaha](#), 24 February 2012 9:13PM

Serious warning: I'd give their terms of use, specifically those relating to copyright, a very thorough read before posting any original content on Pinterest

Yeah that's good advice that's notably lacking from the rash of articles that The Guardian have produced on Pinterest. By posting original content there you give your rights to them and they can do with your work whatever they please. One presumes that includes selling it on to content hungry places like The Guardian dirt cheap.

Recommend (4)
Responses (0)
[Report](#)
[Share](#)

oommph
24 February 2012 10:15PM

"makes the site feel like a safe haven away from trolls and online haters – one of the possible reasons it has been a hit among new mums."

Recommend (7)
Responses (1)
[Report](#)
[Share](#)

Right because "new mums" are never trolls or on-line haters, are they?

Have you never seen some of the stuff on mumsnet? Or indeed on any practically site at the slightest suggestion that the world might not revolve entirely around their little Johnny or Jocasta?



rosemary152

24 February 2012 11:11PM

I'd rather read The Guardian!

[Recommend \(0\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



fecalcameron

25 February 2012 4:37AM

What? Why? What a load of childish navel gazing rubbish, another facility to help self obsessed western consumer drones practice in the church of 'me'..... "pics of things I own!", "pics of things I want!" "pics of cool things!". As least there's the amusing sting in the tail that the naive users will have their data and original content exploited to make money for the website.... suckers!

[Recommend \(2\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)



stasix

25 February 2012 9:22AM

What do you think will be Facebook reaction to Pinterest? Will they add Pin it button or any stronger integration? I'd like to share a small application that I've built that converts Facebook Wall to Pinterest Pinboard:

<https://apps.facebook.com/pinvolve/theguardian>

It works with any Facebook page (just replace the id). It's called Pinvolve. What do you think?

[Recommend \(0\)](#)

[Responses \(2\)](#)

[Report](#)

[Share](#)



hrwaldram

25 February 2012 10:06AM

Response to [stasix](#), 25 February 2012 9:22AM

What do you think will be Facebook reaction to Pinterest? Will they add Pin it button or any stronger integration? I'd like to share a small application that I've built that converts Facebook Wall to Pinterest Pinboard:

<https://apps.facebook.com/pinvolve/theguardian>

Haha - your Pinvolve app is great! Brilliant to see what it would be like to view Facebook in a Pinterest-style grid. But I don't think it works so much with articles which perhaps don't have photographs which are self-contained (grasp the story in one go) - the reason Pinterest works so well is the images don't need to be explained - this makes it more akin to Tumblr where the best Tumblr blogs are those where the image & caption are all you need to understand the concept.

Still - I wouldn't mind using the Pinvolve app to see my friends photos displayed in this way - or maybe it could be used for only

[Recommend \(1\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)

when friends talk about products... it is brilliant though thanks for sharing!



hrwaldram

25 February 2012 10:10AM

[Recommend \(0\)](#)

[Responses \(1\)](#)

[Report](#)

[Share](#)

Response to [oommph](#), 24 February 2012 10:15PM

Right because "new nurns" are never trolls or on-line haters, are they?

Wasn't necessarily saying this - you've made the jump. The point was about the fact with few characters to comment on pins there's little room for negative reaction - you're encouraged mainly to 'like' and 'share' which means those who avoid comment boards for any reason may be more attracted to Pinterest.

Thanks for all your comments!



litmanlive

25 February 2012 1:37PM

[Recommend \(0\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)

Worth checking out this presentation I put up recently on Slideshare. It's had over 30,000 views in a week. A pretty exhaustive run down of stats, facts, demographics and insights. Hope you find useful.

<http://www.slideshare.net/litmanlive/the-ultimate-guide-to-pinterest-11613788>



fecalcameron

25 February 2012 2:43PM

[Recommend \(0\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)

Response to [stasix](#), 25 February 2012 9:22AM

They're all the same, how is it really any different to people posting pics on all the other social networking sites and liking, linking them etc. It's amazing how renaming things and adding a few very basic features creates an amazing new gimmick. Facebook was just myspace with the emphasis put more collecting puerile, vacuous comments and pics of people being 'cool' on a 'wall' (err... computer screen) as opposed to being to located on several different pages (which in no way are anything like a wall) - amazing that the emperors new clothes still sell so well after all these years. By the way what is the point of the stupid pic at the top of this article? Looks like a collage made by a 5 year old on their first day at school...



fecalcameron

25 February 2012 2:45PM

[Recommend \(1\)](#)

[Responses \(0\)](#)

[Report](#)

[Share](#)

Response to [hrwaldram](#), 25 February 2012 10:10AM

hrwaldram

25 February 2012 10:10AM

Response to [oommph](#), 24 February 2012 10:15PM

you're encouraged mainly to 'like' and 'share'

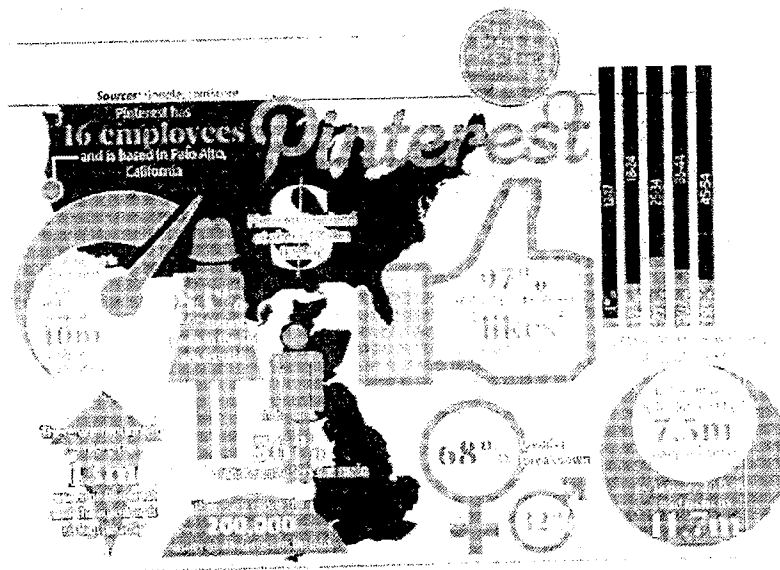
Wow that's nothing at all like facebook or all the other social networking sites...

Comments on this page are now closed.

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Not a week goes by without a new website being proclaimed as 'the new Facebook' or 'the next Twitter', but photo-sharing network Pinterest could have genuine staying power - as long as some copyright concerns don't scupper its popularity. Metro wades through tonnes of images of knitwear and cupcakes to find out what it's all about.

Nick Hornby
Ryan Gosling
Mark Zuckerberg
Andrew Murray
London School of Economics

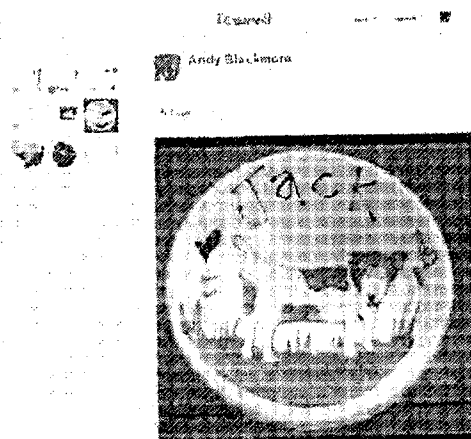


‘What really matters is what you like, not what you are like.’ It may sound like the mantra of today’s social networking generation but it’s really a quote from a novel written in the dark ages... 1995.

These two trends are encapsulated in the latest website generating a buzz – Pinterest.

If there's one thing you can be sure of on Pinterest, it is pictures of cats and desserts.

Users must also link their Facebook or Twitter account to Pinterest.



Metro's own Andy Blackmore shares a bowl with Jack the dog on it

with his pals

The first encounter with Pinterest can be quite daunting. Its constantly evolving homepage bombards you with images of shoes, interior design and [Ryan Gosling](#).

It is no surprise to learn, then, that most of its users are American women. In Britain, however, that trend is not replicated, with more than half of Pinterest users here men.

Katherine Hannaford, editor of tech website Gizmodo UK, said: 'In under a year, Pinterest has amassed around 12million users, most of which appear to be cash-rich and click-hungry women.'

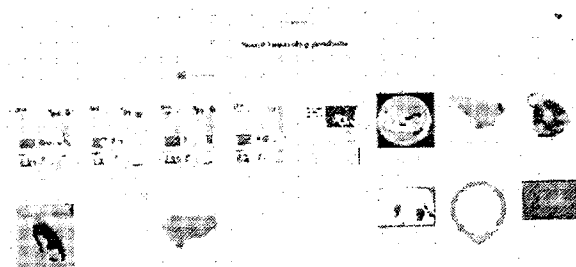
Brands love it, too. Mecca Ibrahim, head of social media at Great British Chefs, said Pinterest has been a healthy source of new traffic for the company.

'It works very effectively for us as people not only love looking at attractive photographs of food but are also keen to find out how to make them, so they will click on the pictures and not just share them,' she said.

The site was started two years ago by Yale University graduates Ben Silbermann and Paul Sciarra and their friend, designer Evan Sharp. It is also based in California's Palo Alto – the hub of web activity. An account in the name of Mr Silbermann's mother, Jane Wang, is the site's most popular, with 2.5million followers.

There is even an account in the name of Mark Zuckerberg, which may indicate the Facebook founder is keeping a close eye on the competition.

Like Facebook, however, Pinterest has attracted concern over the question of ownership.



Pinterest allows users to share pictures of the things they love with

others (Picture: Pinterest)

Bloggers have been expressed fears that if a user owns a picture, they are effectively handing it over to Pinterest if they pin it on the site.

On top of that, there is concern that many Pinterest users could be breaking copyright law by sharing images they don't own.

Pinterest has allowed websites to block their picture content by adding a line of code and it also has a notification system to allow copyright holders to request the removal of content.

But Andrew Murray, professor of law at the London School of Economics, worries that the differences between British and American copyright law (Pinterest references the latter) could result in users here being sued for pinning an image without the copyright holder's permission. 'Pinterest is acting at the margins of copyright legality,' he said.

'They have carefully crafted their copyright policy and terms and conditions to protect themselves from copyright infringement claims.

'Legally, Pinterest seems to comply with US copyright law – and also UK law, incidentally – by operating a notice and takedown approach.

'But, morally, it is a lot greyer, especially when they place all liability for infringement claims on the members' shoulders though their indemnity.

'It seems to me that Pinterest encourages members to post material without thinking of the copyright implications, monetises this content, and then takes little to no responsibility should copyright holders take action.'

Pinterest has remained fairly tight-lipped about copyright – even refusing to comment for this article – but Mr Silbermann recently insisted the company is not indifferent to the issue.

David Emin, senior security researcher at Kaspersky Lab, said: 'The obvious issue is who owns the content? It's essential before you start posting any data in any social network that you read the small print and find out what the provider might do with any content you share.'

Pinterest has also been criticised for generating income by modifying links to products on commercial websites.

'At the moment, it's tough seeing how Pinterest is making money or ever intends on making money in the future,' Ms Hannaford continued.

'Pinterest provides a novel way to pass the hours – though long-time Tumblr-using people may argue they have a better platform for that so it's unlikely we're looking at the next Facebook or even the next big thing.'

A rival site, Fancy, last week started allowing users to post pictures of their favourite items before buying them directly through the site. With 250,000 registered users, Fancy is not as popular as Pinterest but it has a head start on monetising its potential.

The big question is, how will Pinterest follow suit?

Metro view: [Blogger Richard Moynihan gives his verdict on Pinterest](#)

Metro on Pinterest: pinterest.com/metrouk

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We find that people use it for DIY we have many people use our image which they have found on Pinterest for a blog feature e.g 'make your own map heart' tutorial. If images are repined back and forth they often end up with broken links and don't take you back to the source. The the originator or owner of the image is untraceable. We are very dubious about it

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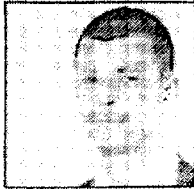
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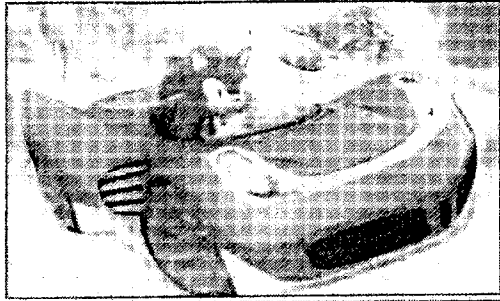


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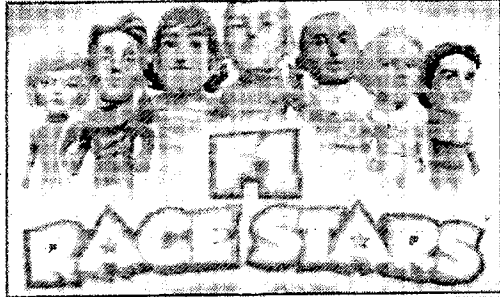
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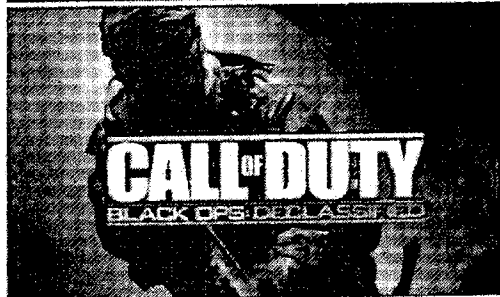
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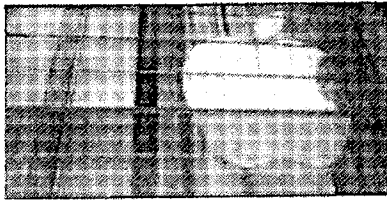


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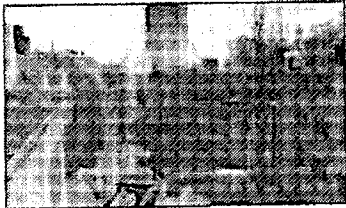
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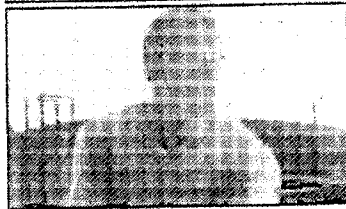
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Pinterest: the new hit social network explained

Pinterest has been the most talked about social network of recent weeks but what is it for and who is using it?

Pinterest: will it sell anything?

By Shane Richmond, Head of Technology (Editorial)

3:38PM GMT 28 Feb 2012

What is it?

Pinterest provides virtual pinboards onto which members can 'pin' collections of images. These can be pictures they have taken themselves or images collected from around the web. There is no limit to how many boards you can have and users are collecting all kinds of things, from clothes they want to buy to possible paint colours for a decorating project.

Once something has been pinned, others can re-pin it, making it possible for an image to spread throughout the social network. Though the buzz around Pinterest has only just begun, the site launched in 'closed beta' almost two years ago.

Who is using it?

The stereotype has it that the site is being used overwhelmingly by women, whether to collect images of craft projects or this season's fashions. In the US, the stereotype seems to be broadly true: 83 per cent of Pinterest's US users are female. In Britain, according to figures from Compete, Pinterest's membership is 56 per cent male.

The average US user is aged 35-44, while the average British user is 10 years younger. Pinterest's user base is overwhelmingly American though, with around 12 million members, compared to 200,000 in the Britain.

Will it be the next Twitter or Facebook?

At this point it is difficult to predict whether Pinterest will continue to grow at a phenomenal rate or whether this current wave of interest will subside. At the beginning of last year there was enormous interest in Quora, a question-and-answer based social network that many people thought would be the new Twitter. Though Quora continues to be popular, its appeal has not been broad enough for it to challenge the social media giants. What happens to Pinterest will be determined by its ability to meet a need that is not met by the existing players and to keep users coming back day after day.

How will it make money?

One way that Pinterest already makes money is by converting pins into affiliate links with ecommerce sites. That means that if you post a picture of a sofa that you are thinking of buying, Pinterest could add an affiliate link to a partner retailer so that the site gets a cut of any subsequent purchase. The site's Q&A says "We might also try adding advertisements, but we haven't done this yet." Other ways that the site could make money include selling additional tools and features for brands or high-end users or charging for 'sponsored pins'.

How can I use it?

Membership is invite-only at the moment so you will have to know someone who is a member or request an invite from Pinterest and then wait a day or two.

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BBC NEWS

MAGAZINE

2 March 2012 Last updated at 10:48

Pinterest: Just what exactly is on it?

By Lauren Everitt
BBC News Magazine

Hype is growing about the social media website Pinterest, with much fanfare after it passed 10 million users in record time. But what is actually on this online pinboard?

There's still a healthily high percentage of people who have heard nothing about Pinterest, but its meteoric rise is exciting social media experts and marketing analysts. Nearly 12 million users from the US and UK flocked to the virtual bulletin board in January to pin up pictures of their favourite things.

Pinterest allows users to curate collections of images from across the web under different "boards" or categories. If a photo strikes a user's fancy, they can repin it - Pinterest lingo for posting it - to their own board with a few clicks.

The site has already been satirised as being largely dominated by pictures of cute kittens and elaborately conceived cupcakes.

Pinterest does not respond to media inquiries, but it's possible to use Google's DoubleClick Ad Planner to examine both the user demographics and their main interests. It has already been noted that the site is overwhelmingly female. More male-oriented pinboard sites - like Manteresting and Gentlemint are already springing up.

According to Google Ad Planner, in January 2012 Pinterest's US audience was primarily interested in fashion, arts and crafts, recipes, seasonal events and holidays, and interior design.

These topics reflect the most popular pins and Pinterest's demographic. Females account for 68% of the site's visitors worldwide and a whopping 85% of the activity, according to Andrew Lipsman, ComScore's vice president of industry analysis.

In the UK, the demographic picture is different with a mostly male audience, apparently interested in a very different agenda - including web stats/analysis and blogging services. But it's been suggested that "early adopters" are dominating in the UK and that that will shift over time.

Fashion

People scouring the web for fashion are nearly 11 times more likely to gravitate toward Pinterest than the average web surfer, according to Google Ad Planner. One glance over Pinterest's "Popular" page will quickly attest to the topic's prominence among the Pinterati.

Take, for instance, a pink and white, one-shoulder dress pinned on Meghan McCabe's "Get In My Closet Right Now" board. The photo was repinned more than 4,000 times.

Pinterest's photo-rich platform contributes to the popularity of fashion pins. Users "follow" their friends' fashion finds, cherry-picking their favourite items and repinning them to their own pinboards.

Pinterest provides users with a place to curate their image, according to Josh Constine, a technology journalist for TechCrunch.

"Pinterest has struck a chord with people's desire to portray their identity in a more stable fashion than content streams like Facebook and Twitter," he says.

Arts and crafts

From tin-can lanterns to scented rice heating pads and melted Crayon artwork, Pinterest is a cornucopia of crafts executed or appreciated by people with time on their hands. Some users are looking to crochet a steering wheel cover or transform an old pillowcase into a scandalously short sundress.

Pins range from the mundane to the zany, but the most popular tend to be those people haven't heard of before.

Unique and strange things on the site tend to go viral quickly, according to Rob McNair, a social media strategist with mycleveragency. "It's a discovery tool and the products that get shared are the most unique products," he says.

The site inspired him to purchase a Star Wars R2-D2 rubbish bin for his office. "I would have never thought for a second to Google that," he says.

Recipes

Images of melting snowman cookies and a stack of brown butter, bacon and chocolate chip cookies generated more than 15,000 repins each. Both recipes landed on the "10 Most Repinned Items" list, according to PinFaves.com, a Pinterest fan site.

From gooey brownies to perfectly pan-seared steaks, food imagery pins abound. One reason for the popularity of edible items is their photo appeal.

Pictures beat words on Pinterest. "Pinterest is primarily visual so abstract concepts don't carry as much weight, anything that you have to explain is less likely to become popular," says Constine.

Whereas "things that can be represented with a single image" tend to do well, he says. "A picture of the dress is the dress; a picture of a gorgeous cupcake is the cupcake."

Special occasions

Events and holidays are another big topic for pinners.

From weddings gowns styles to Easter table settings, pictures of special events crowd Pinterest's "Popular" page.

Panners create boards dedicated to weddings, the arrival of a new baby, vacations and seasonal holidays.

The site's format is particularly popular among women planning such events, says Lipsman.

"When you're planning a wedding there's a lot of cutting out dresses, decorations and flowers and putting those in folders and scrapbooks so you can have your dream wedding.

"I think that Pinterest enables you to do something like that very simply," he says.

Interior design

The "Epic Closet" landed on PinFaves.com's "10 Most Repinned Items" list with 28,857 shares. The closet has carefully partitioned shoe shelves, racks of designer clothing and separate handbag compartments.

A slew of home design pins capture users' romanticised realities.

Under an image of a lakefront patio with beige and white furniture, Javier Ibanez Gonzalez writes: "I only want a house like this... is it too much to ask?" The same image inspires Yvette Ramo: "I don't need this. I want it! In my dreams."

Boards like "Living the Dream (House)", "Casa Perfecta" and "Why doesn't my house look like this?" offer a pinboard window into their curators' model worlds.

"Pinterest isn't about the things that you have, it's about the idealised life you'd like to live," Constine says.

Unlike other social media sites, such as Facebook and Twitter, Pinterest doesn't emphasise what users did or are doing. Instead, it focuses on a person's long-term aspirations and interests - such as their dream home.

"Pinterest models the way we decorate our homes in that we don't display the latest photographs that we've taken in the picture frames around our houses, we show our favourite photographs of all time," Constine says.



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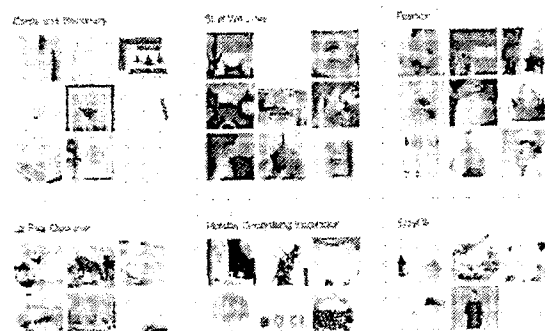
the guardian The Observer

Pinterest: you'll never be bored with a board

Pinterest, the latest social networking craze, allows you to showcase your passion for pictures and objects in a fun and colourful way



Hannah Waldram
The Observer, Sunday 4 March 2012



Pinterest pinboards – such as this one – let you share things you've found and organized them into subjects.

What's all the buzz around Pinterest? The new social network has been making waves in the UK with a reported 200,000 unique monthly users (already 12m in the US). The site allows you to "pin" any image from the web on to a virtual pinboard – curating online moodboards around themes and interests – with early-adopters setting the trend in the home decor, fashion, food, weddings and craft categories. So far it's been pretty popular with women (the site has the feel of *Good Housekeeping* from the 80s) and the cleverest pinners' boards inspire and aspire to perfection.

Also visit pinnerstofollow.com for a complete guide

CRAFT Etsy

For all your crafty goodness – boards from this marketplace range from DIY projects to gift ideas, and there's one for stationery addicts to follow. Prolific pinner Nic Adler showcases yarnbombing and Scottish crocheter Emma Lamb has some great colour palettes.

FOOD Whole Foods Market

Quick-fix dinner inspiration, cheeseboards, and home-cooking gadget porn – retailer Whole Foods Market is creatively exploring the social network with mouthwatering pins for all foodies.

WEDDINGS Style Me Pretty

Hair designs, lingerie, shoes and food – blog founder Abby Larson's boards are the number one place to help you get organised and make those difficult decisions in the lead up to the big day. Preferable to wedding magazines.

TECH Mashable

Digital culture news site Mashable is pushing the boat out with pinboards on technology. Follow the infographics board to keep up to date on social media trends and figures. And you can follow [BuzzFeed](#) for all your LOLZ.

FASHION eat. sleep. wear.

Kimberly Pesch has quickly risen to be a top style blogger to follow on [Pinterest](#), but with fashion houses [Michael Kors](#) and [Nina Garcia](#) signing up to showcase catwalk trends more will soon follow.

HOME DECOR Apartment therapy

Guardian columnist Sali Hughes described Pinterest as like having a nose around someone's home. For all the curtain-twitchers out there, this one from the well-established homes blog Apartment Therapy is for you.

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JeanMichael

4 March 2012 7:37PM

Recently I have seen so many articles in the guardian, [here](#), [here](#), [here](#) and [here](#) and now the observer on pinterest, i got the impression that everybody in the editorial team have been tip off a bit late around the rise of pinterest in USA is very popular since spring 2011, and now suddenly everybody in guardian is trending about, and by now overdoing it!!!

[Recommend \(1\)](#)

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dofordo

4 March 2012 9:14PM

@JeanMichael Seems like everyone is on Pinterest.... it's a new hit! lol There's going to be even more coverage with tools like Pinerly - www.pinerly.com hitting up the storm to ease the ability to market content on Pinterest.

[Recommend \(0\)](#)

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**shouldbesleeping**

11 March 2012 7:48PM

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Pinterest Terms and Conditions seem to be very scary!!!

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Civil liberties fears as eavesdropping agency recruits maths, physics and computing experts to analyse social networks. By **Ryan Gallagher**

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FINANCIAL TIMES

March 7, 2012 2:02 am

Pinterest gets interesting

By April Dembosky

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Pinterest iPad App Due Soon



Graat news pinner, the Pinterest app for iPod is due tout de suite.

Ben Silbermann, one of Pinterest's founders, told the New York Times that the app is in development, but he did not say when it would be ready.

The two-year-old site has caught our collective attention lately, but does not reached out into Android phone or tablet apps.

Pinterest currently has an iPhone app which can be used on iPad, albeit in a stretched and sub-par format.

The new app could deliver the same broadscreen Pinterest experience seen on the Pinterest website. That experience is currently missing from the small screen iPhone version.

Pinterest brings out the scrapbooker in everyone who uses it. But it's not all red velvet cupcakes, rainbow hair braids and clever ways with an old jar and a strip of vintage wallpaper.

There's been some grumbling amongst the recipes and wedding tips. When users found out the Pinterest was planning to team up with StumbleUpon to take a cut of sales when users clicked through to buy a product pinned there, users were outraged. The plan was subsequently dropped.

Currently, there's some backlash over Pinterest's terms and how it can sell the images you pin.

As reported by Technorati, Posterous's service agreement gives it the right to sell images that users upload

Here are the contentious terms:

By making available any Member Content through the Site, Application or Services, you hereby grant to Cold Brew Labs a worldwide, irrevocable, perpetual, non-exclusive, transferable, royalty-free license, with the right to sublicense, to use, copy, adapt, modify, distribute, license, sell, transfer, publicly display, publicly perform, transmit, stream, broadcast, access, view, and otherwise exploit such Member Content only on, through or by means of the Site, Application or Services.

The Pinterest protest hasn't stopped the site's incredible growth. It shot up to 10 million monthly visitors faster than Facebook, Twitter or any other site tracked by comScore.

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VIEW AND POST COMMENTS

Is Pinterest going to make any money?

The image-browsing site Pinterest is the new social-media darling - but people won't actually buy anything through it, argues Julian Green.

Pinterest: will it sell anything?

By Julian Green

1:47PM BST 04 Apr 2012

For those who haven't been madly pinning, **Pinterest** is a wildly successful image browsing website. Before the internet, we used to browse beautiful things for free by roaming the aisles of shops, or cutting pictures out of old magazines and sticking them to the wall. Now we have Pinterest and a range of social curation sites that enable us to search for and pin gorgeous images to virtual boards, and then share them. Eventually Pinterest will have to make money, but it will have to be from browsers, not buyers, because Pinterest won't drive significant purchasing.

But hold on, you say. Haven't we been hearing how Pinterest is the fastest-growing website ever, with over 17 million users visiting every month (Comscore)? Aren't people "liking" products in their millions and adding them to their "Products I love" boards? Isn't social commerce the next big thing, and US sites like **Fab.com**, **Birchbox**, **Rent the Runway**, **Threadless**, **Etsy** and the like all the rage? Yes, but there is a difference between social curation and social commerce.

There have been bookmarking and clipping sites before – **Delicious** and **Tumblr**, for example. But Pinterest is so successful not only because they simplified the pinning experience, but also because users curate collections. By adding pins to named boards you give them structure, and add a layer of taste. Discovering other boards and people with taste you like, is part of the fun. For Pinterest to be successful in encouraging buying, they would need to connect the collection of images to the catalogue of products. This is hard to do. eBay started out with an unstructured collection of product listings, got big, and then had to go back and structure all its data, so that you can choose between a red XL T-shirt and a blue M T-shirt. Pinterest doesn't have enough data on the images people are pinning, and won't be able to structure it.

The sites that are successful in social commerce, and will be successful in social curation, are focused on particular areas. When you focus on just one area like shoes, T-shirts, clothes, or craft products, you can merge the catalogue of products and the social curation activity to the point where customers can help choose the products – like at **Modeloth**. Social curation sites that have had success focusing on one area and developing organised catalogues include **Polyvore**, **Houzz**, **Yummly**, **Foodspotting**. And some areas are more suitable than others for social commerce. Just as in the **Freeman** catalogue, some sections are thumbed through more than others, and some are bought from more than others.

If you look at the categories of pins on Pinterest, you see that Home, Fashion and Food are the most popular. These are categories with trends where tastemakers are very important, and where the picture tells much of the story. Consumers want to see what experts and celebrities are choosing to eat, wear and sit on. Products and travel are the least popular categories on Pinterest, and these are categories where consumers tend to rely more on recommendations from friends for commerce, and where a picture is just the start of the information consumers need. Some users have bought specific **Etsy** craft products from Pinterest, but that early behaviour is being drowned out by the new Pinners:

The balance between curation and commerce is something that I have learned in starting two social curation companies – **Houzz** and **Jetpac**. **Houzz** is for home design inspiration. Homeowners want to see what tastemakers like, and get information that can help them choose designers, architects and products. We started off with a structured catalogue of images from top designers and tagged all the products in the photos. **Jetpac** is for travel inspiration, where friends' recommendations are critical, so it is inherently social – you can see where your friends have been, and browse their best travel photos. Those experiences work for those categories. What Pinterest will not be able to do is to turn Lookers into Bookers, as they say in travel.

They will be more successful if they don't get in the way of what users are enjoying doing already, and just help brands advertise in a way that adds to the experience. A whole group of analytics companies are already vying to provide brands with stats on their Pinterest presence. How long before Unilever gets the chance to ask if you Love it or Hate it, next to **TheMarmiteMan's** boards on Pinterest? People won't buy from Pinterest, but they may look at advertisements.

Julian Green is the Founder of Jetpac. He previously founded Houzz and has been starting and running technology businesses in Silicon Valley since 1998, including six years as a senior executive at eBay.

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MailOnline

Pinterest now the THIRD most popular social media network beating LinkedIn and Tumblr

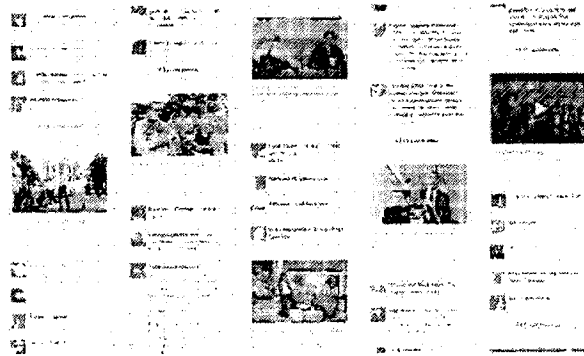
By Meghan Keneally

PUBLISHED: 00:29, 9 April 2012 | UPDATED: 00:49, 9 April 2012

While Friending and Tweeting may still be the most common actions among the social media savvy, Pinning is becoming more and more popular as well.

Pinterest, the picture-sharing program that allows users to essentially create 'vision boards' of their favorite things, is now the third most popular social network based on visits from American users.

In place after Facebook and Twitter, Pinterest had 104,415,903 unique visits last month alone.



Presidential Pinterest: Mr Obama's campaign made an account for him

That massive number shows a rapid jump since the company launched in March 2010, and it has been picking up increasingly in recent months.

According to web analytics company Experian, there was a 50 per cent boost in traffic from January to February of this year.

The data shows that Pinterest now has more visitors than established social media giants like LinkedIn, Tumblr, and the continually-failing Google+.

Unlike many other sites, Pinterest has a much clearer demographic make up, with female users accounting for 80 per cent of users.

Rank	Website	Domain	March 2012 Total Visits
1	Facebook	www.facebook.com	7612967944
2	Twitter	www.twitter.com	183135057
3	Pinterest.com	www.pinterest.com	104415903
4	LinkedIn	www.linkedin.com	55732439
5	Tagged	www.tagged.com	72454355
6	Google+	plus.google.com	61041995
7	MySpace	www.myspace.com	33253148
8	mycarbook	www.mycarbook.com	35197767
9	MyLife	www.mylife.com	29653351
10	Tumblr	www.tumblr.com	28579460

Note: this data is based on a custom category of 159 sites and does not include mobile traffic
Source: Experian Marketing Services

By the numbers: Pinterest came in third with over 104 million visits

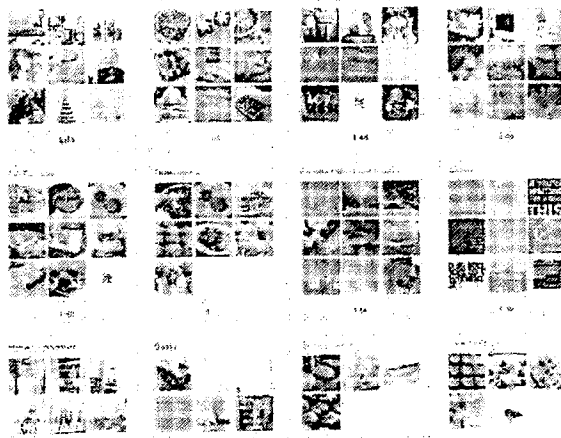
That percentage has dropped down as the number of users increased overall: in early February, Techcrunch said that 97 per cent of the one million Facebook 'likes' that Pinterest had received came from women.

Another interesting tidbit discovered by the Experian report, titled The 2012 Digital Marketer: Benchmark and Trend Report, was that Pinterest actually beat out Facebook and Twitter in Alabama, Oklahoma, Kansas, Utah and Missouri, showing a geographic skewing towards the middle of the country.

The Pinterest business model shows that exclusivity still works to some degree.

14 Dec 2010 10:46 PM 2,039

Demographics: Research shows that about 60 per cent of Pinterest users are women and tend to be located more in the middle of the country



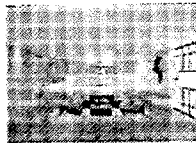
Demographics: Research shows that about 60 per cent of Pinterest users are women and tend to be located more in the middle of the country

The site calls for users to request invitations, or be invited by friends, and while it does still extend those invitations to whomever wants one, the company does make the desperate wait to log on for two or three days before they can start highlighting their favorite things.

Politicians, always looking for ways to connect with the people, have picked up on the trend as well. President Barack Obama's campaign has set up a Pinterest account for the commander-in-chief, and Republican frontrunner Mitt Romney's wife Ann has a very popular page.

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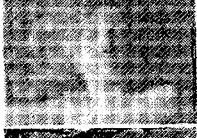
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MailOnline

Putting a needle in the Pinterest bubble? As investors eye picture network as next \$billion-plus start-up, users start to desert

- Site 'could be worth up to \$7.7 billion' - Forbes
- Last month has seen drop in users via Facebook app
- Downward streak after year of solid gains

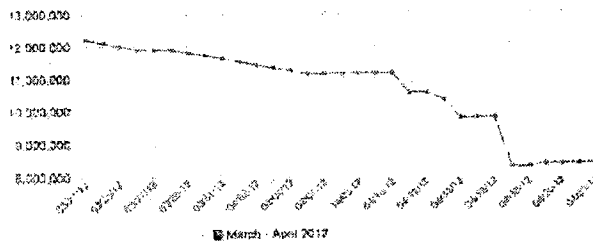
By Rob Waugh

PUBLISHED: 15:50, 23 April 2012 | UPDATED: 15:51, 23 April 2012

After Facebook's purchase of photo-sharing site Instagram for \$1billion, various firms have sized up photo-board network Pinterest as ripe for purchase.

Business magazine Forbes said the network could have a value of up to \$7.7 billion - and others have made more modest estimates around the \$1 billion mark.

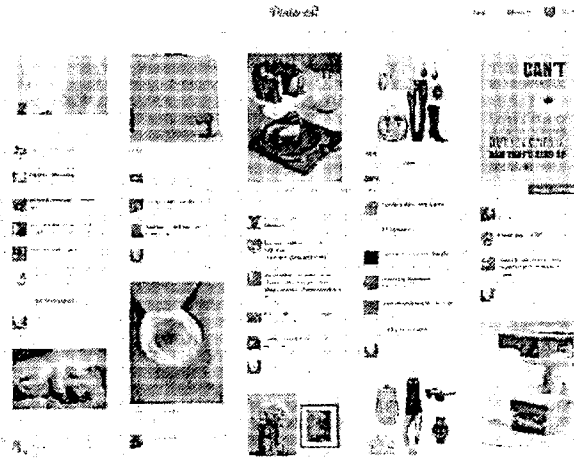
But as investors circle, the most important observers of all seem to be losing interest - user numbers have slumped in the past month.



Numbers for the photo-sharing site have slumped in the past month after a meteoric rise throughout last year and into early 2012



Pinterest's numbers have slumped in the past month: it is speculated that the people who signed up to the site simply to try out the latest fad have now decided that it is not for them



Dying craze: New figures reveal that the number of people joining Pinterest through Facebook have seriously declined this month

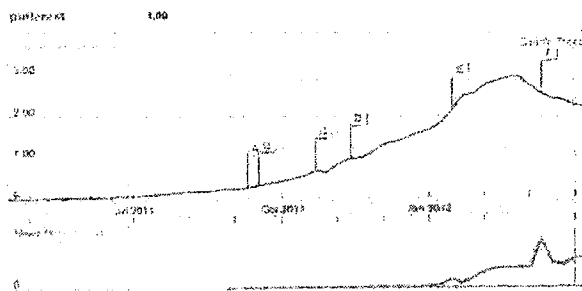
The majority of Pinterest users sign up through Facebook and the number of people doing this has significantly dropped in the past few months, according to data collected by the Business Insider.

The site works as a 'timeline app' within Facebook, allowing Facebook users to use one log-in across both and share 'pins' - Pinterest's term for posts - via a Facebook page.

AppData, which monitors how often users of third-party apps and other web sites interact with Facebook, has shown the site's decline.

The site's growth slowed last month and it is now revealed that users are turning away from the network, which was launched in March 2010.

Monthly active users are down from 11.15 million on April 1 to 8.3 million today.



Rapid growth: Since its launch in March 2010 the site quickly grew in popularity, as this graph shows, but now new figures reveal Pinterest is losing users this month

With endorsements from President Barack Obama and Mark Zuckerberg the picture-sharing program that allows users to essentially create 'vision boards' of their favorite things, was quickly labelled the social media craze of 2012.

It is speculated that the people who signed up to the site simply to try out the latest fad have now decided that it is not for them.

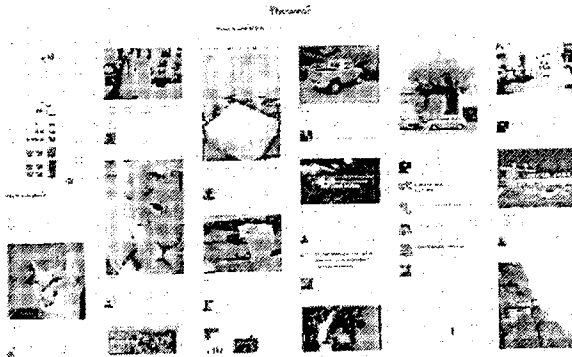
The 12-million-strong social site works with a Facebook login, and allows users to create 'boards' of 'pins' - pictures and links from the internet.

The site, which is still invitation-only, has hit 12 million unique visitors in the U.S - the fastest social network ever to hit the figure.

Mashable says, 'While it's too early to say Pinterest poses a threat to Facebook in any way, the simple content sharing site can easily be called the hottest startup of 2012.'

Pinterest says it 'does not currently disclose figures', but analyst estimates have said that much of its traffic is driven by female interest.

December data for Experian Hitwise put the figure at 58 per cent female, driven by the photo-sharing site's focus on arts and crafts.



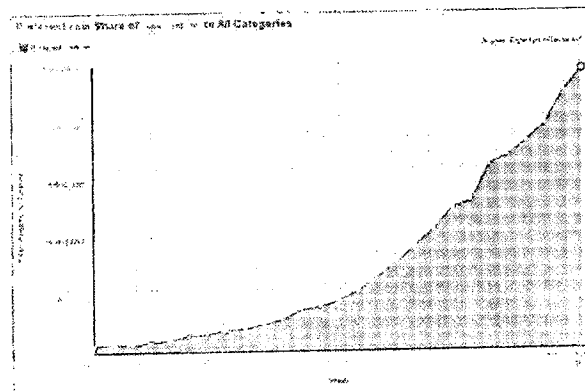
The site is built around visual 'Pinboards' where users share pictures and links they have found online. You find people to follow by 'telling' the site your interests

Pinterest launched in March 2010.

It's been described as a visual version of Twitter. Like Twitter, you can 'follow' users who share your interests, and quick, brief picture posts make up the bulk of posts on the site.

Unlike Facebook and Twitter, posts appear as a 'pinboard' of images built according to user interests.

Smart Company says, 'You create a pin board and share it with others to view, add and comment. Capturing the imagination of users seems to be Pinterest's application of visuals to communicate; whereas Facebook and Google+ rely on text-based updates and sharing, Pinterest is like swapping football cards or holiday pictures.'



Happier times? Experian's chart of Pinterest's users rising throughout 2011, going from around 50,000 in March to 11 million in December

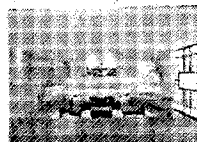
The site works as a 'timeline app' within Facebook, allowing Facebook users to use one log-in across both and share 'pins' - Pinterest's term for posts - via a Facebook page.

'Lots of people use Pinterest to get inspiration for the most important projects in their life. People use Pinterest to plan their vacations, redecorate their homes, and create menus for holiday dinners,' says the site.

'You can now share all of these pins on your Facebook Timeline and look back at all of your projects and inspirations across the year! To add pins to your Facebook Timeline, click the button on the top of your screen.'

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Time for the 'dot com' bubble to burst. No way is this worth more than a few million. Sell those shares now, you've been warned.

- [Graham](#) : St Albans, UK, 28/4/2012 01:41

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Seriously? How can you place a value of \$7.7 billion - or even a more modest estimate of around the \$1 billion mark on an online company that basically sells nothing but advertising exposure. Lessons learned by the financial and investment industry = 0. Facebook, Instagram, and Pinterest are disasters waiting to happen and their shares are not even worth the value of the paper they are printed on.

• [Secret...](#), Squirrel..., 24/4/2012 03:53

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Because its pretty boring.

• [Allie...](#), Warwickshire, 23/4/2012 20:08

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@Jake ...Forget pinterest, it's not what you're looking for. Take a look into Clipix. I've checked out most of the other big name bookmarking sites...they're good.....but I like this the best. It's got a simple, easy to use layout, and it keeps me organized...which is why I signed up for it in the first place! I can "clip" just about anything (docs, articles, websites, etc), and they have a "price drop alert" if you clip products. Throw multiple boards into one (aka multiboards) and share communal boards between whomever you want...privately or publically (aka synboards). I needed something to keep my stuff really organized and not be overwhelmingly social. Clipix was the best thing I found and I really like it.

• [Dan Moser...](#), LA, California, 23/4/2012 18:25

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From a guy's perspective, Pinterest is wayyyy too girly and I don't see the point. I love the concept of bookmarking sites--I think it's great and very much needed--but I don't see the benefit of just "pinning" pics. Maybe it's a girl thing, and maybe it's entertaining to look at pics all day, but I'm too busy for that and really just need something that'll organize my bookmarks...like the old bookmark tab was supposed to do.

• [Jake Barber...](#), Scranton, PA, 23/4/2012 18:24

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GADGET REVIEWS

Review - Atomic Floyd PowerJax

Raw, undistorted power. That's what Atomic Floyd claim their latest creation, the PowerJax, has in spades. And thankfully, they're every bit as monstrous as expected.

VIBE BlackDeath headphones

With their aggressive styling, thunderous bass and unflinchingly in-your-face packaging, there is nothing subtle about VIBE's BlackDeath headphones.

RHA SA950i headphones

Quality sound usually comes at a price. But while RHA's SA950i's won't win any beauty awards, their audio output blows away similarly-priced opposition.

Philips Sunrise Simulation wake-up light

As winter looms, the thought of getting up early becomes ever more unappealing. Thankfully, Philips have developed an affordable, easy-to-use solution.

RHA MA450i earphones

Forged from aircraft grade aluminum and coated with a scratch-resistant material, the tiny MA450i's pack in loads of tech at a price that won't break the bank.

The New Furby

With eyes packed with liquid crystal diodes, and dozens of transistors, the new Furby is built more like a cyborg than a children's toy. But it's still fun, if frequently tiresome.

Philips Fidelio M1 headphones

Sometimes simplicity is best - a motto Philips likely adhered to when designing these M1 headphones. Strong build quality makes them a sound investment.

Union 34 Stride Rucksack Pannier bag

A clever rucksack that attaches to your bike's seatpost, leaving the rider completely free to negotiate the roads without the bother of a heavy bag on your back.

Philips ShoBox portable speaker

The ShoBox is a bold, inventive and above all versatile portable speaker, providing great quality sound at a price that is well worth your consideration.

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Original URL: http://www.theregister.co.uk/2012/04/30/inside_pinterest_virtual_data_center/

Revealed: Inside super-soaraway Pinterest's virtual data centre

How to manage a cloud with 410TB of cupcake pictures

By Timothy Prickett Morgan

Posted in Cloud, 30th April 2012 10:13 GMT

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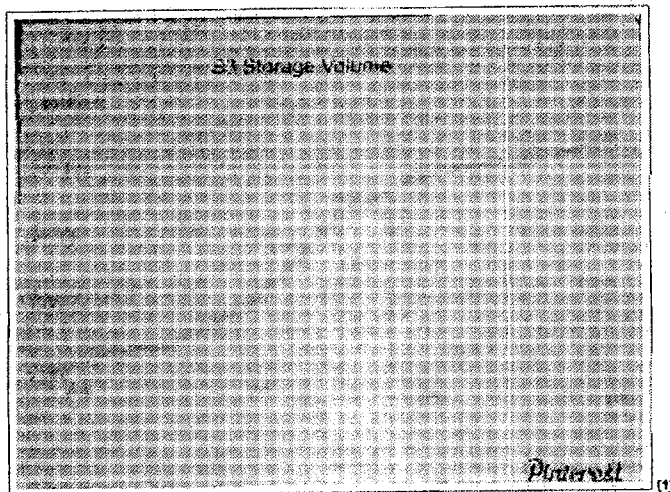
It's every startup's dream: to be growing faster than Facebook without having to build a Facebook-sized server farm.

Pinterest is an online picture pinboard for organising your favourite snaps and sharing them. It was founded by Ben Silbermann, Paul Sciarra, and Evan Sharp in March 2010, and it's growing like crazy with just 12 employees. It raised \$74.5m in three rounds of funding in the past year, yet the only thing that Pinterest isn't doing is buying warehouses of servers.

Speaking at the AWS Summit in New York earlier this month, Ryan Park, operations and infrastructure leader at Pinterest, gave a sneak peek into the Pinterest data centre, which runs on the AWS cloud.

According to ComScore data cited by Park in his presentation, Pinterest had 17.8 million monthly unique visitors as February came to a close. According to ComScore, it took the Tumblr blog-hosting service 30 months to break through 17 million uniques; Twitter took 22 months; Facebook took 16 months; YouTube (now part of Google) took 12 months; but Pinterest only took nine months after opening up its service in May 2011. And that is with an invite-only beta programme.

Among other things, the Pinterest pinboard uses Amazon's S3 object storage to keep the photos and videos that its millions of users have uploaded. Between August last year and February this year, Pinterest has grown its capacity on S3 by a factor of 10, and server capacity on the EC2 compute cloud is up by nearly a factor of three, according to Park, from about 75,000 instance-hours to around 220,000.



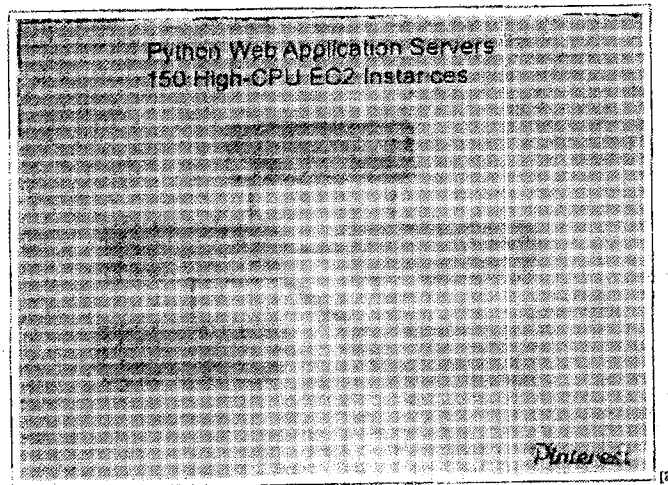
S3 capacity growth at Pinterest, August 2011 through February 2012 (click to enlarge)

"Imagine if we were running our own data centre, and we had to go through a process of capacity planning, and ordering hardware, and racking that hardware, and so on," said Park in his keynote at AWS Summit.

"It just would not have been possible to scale fast enough – especially with such a small team. Until about a month ago, I was the only operations engineer at the whole company."

Park walked through the basic architecture of the Pinterest application and the virtualised iron underneath it, and then explained how the company's use of autoscaling and different kinds of compute instances on AWS have evolved over time.

The Pinterest application stack has five basic pieces:



The architecture of the Pinterest virtual data centre on AWS (click to enlarge) [2]

There are 150 high-core EC2 instances that run the Python web application servers that power Pinterest, which has deployed the Django framework for its web app. Traffic is balanced across these 150 instances using Amazon's Elastic Load Balancer service. Park says that the ELB service has a "great API" that allows Pinterest to programmatically add capacity to the Python-Django cluster and also take virtual machines offline that way if they are not behaving or need to be tweaked.

The Pinterest data centre on the AWS cloud also has 35 other EC2 instances running various other web services that are part of the pinboard site, and it also has another 90 high-memory EC2 instances that are used for memcached and Redis key-value stores for hot data, thereby lightening the load on the backend database.

There are another 60 EC2 instances running various Pinterest auxiliary services, including logging, data analysis, operational tools, application development, search, and other tasks. For data analysis, Pinterest is using the Elastic MapReduce Hadoop cluster service from Amazon. This costs a few hundred dollars a month, which is cheaper than having two engineers babysit a real Hadoop cluster, explained Park.

"And better than that, we are also able to experiment with new services like this, very easily and with very low risk. There's no big sales process or big up-front costs when we are trying something out. And so we can try experiments and see what works and what doesn't."

The genius of the setup is that you find what doesn't work and move on, and when you find something that does work, you can scale up capacity to support it quickly.

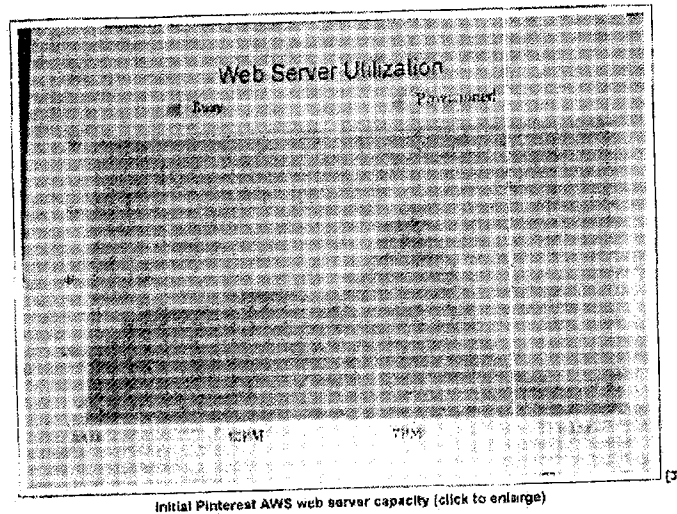
The Pinterest setup has a MySQL database cluster that runs on 70 master nodes on 70 standard EC2 instances plus another 70 slave database instances in different AWS availability zones for redundancy.

This database is shared into thousands of pieces, with each shard having users' account information and pins and boards within it. Each shard has thousands of users, and the site never runs queries that will span shards. When the shard architecture for the MySQL backend was launched last November, Pinterest had eight master-slave pairs. It has split three times since then, with 64 pairs right now and another 6 running other databases relating to the site but not to the pinboard and users accounts.

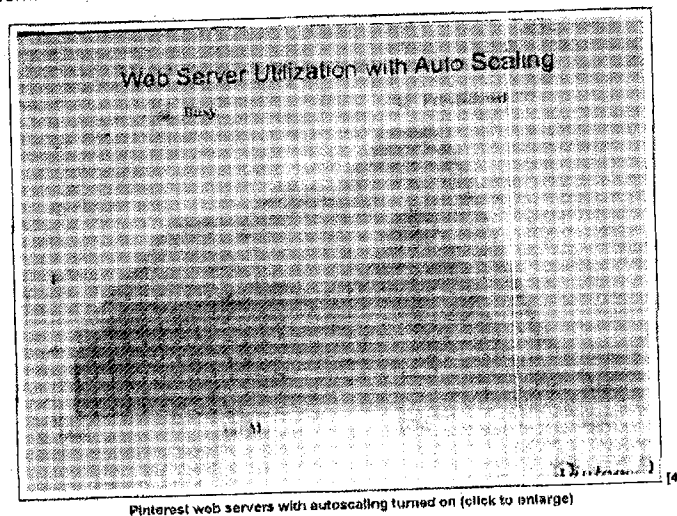
The S3 file storage currently has 8 billion objects in it, which weigh in at 410TB.

When Park made the presentation he showed at the AWS Summit, presumably a month or so ahead of the show, the company had only 80 web application servers, so the following data is based on those machines, not the 150 it had as of the end of April.

Initially, like any other data centre manager, Pinterest went out and provisioned its web server farm to be able to meet peak capacity and then have 25 per cent or so head room on top of that for crazy spikes:

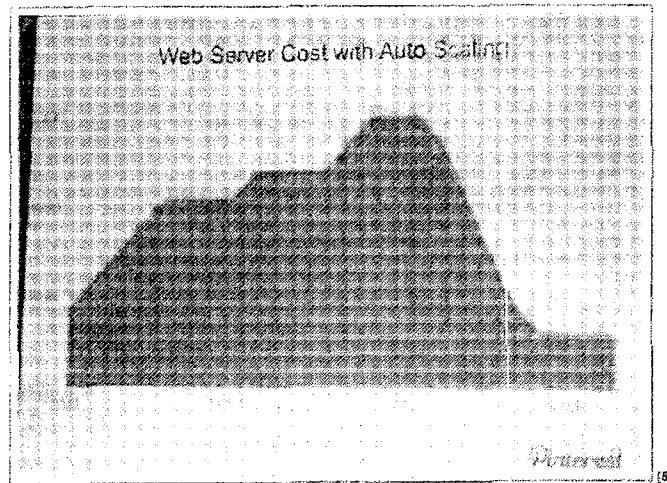


Pinterest is still largely an American Midwest phenomenon (that's changing, of course), and so at night, the provisioned EC2 images supporting those Python application servers were just spinning their clocks, doing nothing useful except giving Amazon money. So Pinterest turned on the autoscaling feature of EC2, allowing AWS to automatically dial up and down instances with some headroom built in:



The average reduction in web server instances using autoscaling was 40 per cent over the course of a single day, and because CPU-time is money on AWS, it saves about 40 per cent for the web server farm.

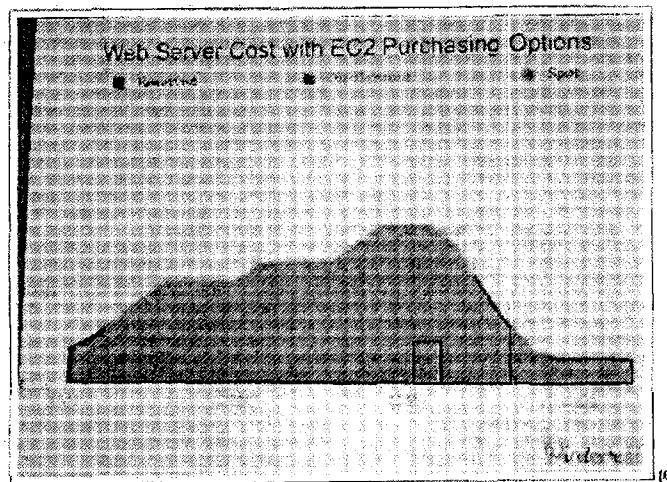
Here's how the costs break down over the course of a day:



Pinterest AWS web server costs with autoscaling on (click to enlarge)

At the peak, Pinterest is spending \$52 per hour to support its web farm, and late at night when no one is using the site too much, they are spending around \$15 an hour for the web farm, said Park.

To push the costs down even further, Pinterest has figured out how to use a mix of reserved, on demand, and spot EC2 capacity for the web farm:



Pinterest AWS web server spot, reserve, and on demand costs (click to enlarge)

Basically, that baseline capacity needed to support users who are hitting the site in the wee hours of the American timezones are reserved up front, which has a lower per-unit capacity cost. Then the expected capacity for the day workload is acquired with the normal on-demand instances, which you pay for by the hour. Peaks are paid for through spot EC2 instances, which generally cost less than the on-demand instances.

Pinterest has created a watchdog service to work with Elastic Load Balancer to make sure it is never more than a few EC2 instances shy of safe capacity for reserved and on-demand instances. The upshot is that its peak web server costs are under \$35 per hour, down from \$52 per hour, and costs drop all along the curves that plot out the day.

Makes you want to get a case of beer and sit around with your buddies and form a startup, don't it? @

Links

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BBC NEWS**BUSINESS**

17 May 2012 Last updated at 12:28

Pinterest to get \$100m boost from Rakuten

Social networking service Pinterest is to receive \$100m (£63m) in funding from Japanese internet retailing giant Rakuten and existing investors.

Rakuten said the money would be used to improve Pinterest's service and expand its user base.

Analysts subsequently put a value on the two-year-old company of \$1-1.5bn.

The investment comes as Facebook prepares to list on the Nasdaq stock exchange in a share sale that could value the company at more than \$100bn.

Facebook recently agreed a deal to buy picture sharing website Instagram.

Pinterest also allows users to share pictures, by offering what it calls a "virtual pinboard", allowing users to post pictures and other content onto a personalised profile.

Pinterest has grown rapidly and with 12 million users is now one of the most visited sites in the US.

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guardian

Pinterest valued at more than \$1bn after raising \$100m funding

Popular social network valued at between \$1bn and \$1.5bn following a \$100m round of funding

Charles Arthur
guardian.co.uk, Thursday 17 May 2012 12:37 BST



Let's pin a pin in it: the photo-sharing network Pinterest has become the latest company to be valued at more than \$1bn. Photograph: Julian Stentzenholtz/ITVX

Move over, Facebook. **Pinterest**, the social site that lets people "pin" pictures and content to create collections of interest, has become the latest company to be valued at more than \$1bn (£630m), following a \$100m round of funding.

While estimates of the effective valuation implied by the investment vary between \$1bn and \$1.5bn, they highlight the fact that Pinterest has already discovered a business model in which it collects an "affiliate" payment on purchases people make via the site.

The new valuation is at least a fivefold leap in value since October 2011, when a previous financing round put it at \$200m.

The company has shot to stardom in the past few months to become the 16th most-visited site in the US, according to measurement company Alexa. In April it had more than 20 million users, up from 1 million in July 2011, according to ComScore, another ranking company.

Its traffic soared after August 2011 when it was named one of the 50 best websites of 2011 by Time magazine, and by December it was getting 11m visitors worldwide a week, according to Hitwise.

Now it has received a fresh round of funding led by the Japanese online retailing giant Rakuten, and with participants including its existing investors Andreessen Horowitz, Bessemer Venture Partners, and FirstMark Capital, and a number of angel investors.

In October 2011 it received a \$27m funding round that valued it at \$200m. The site only opened for business in March 2010.

Although the company has not disclosed its revenues, they are probably less than \$10m according to modelling carried out in March by Rags Srinivasan, a strategic marketing expert. But with user numbers still growing fast, that could be advancing rapidly.

A growing number of brands are using Pinterest to advertise their wares effectively for free, with the aim of driving sales via the displays. That could offer a future means for Pinterest to charge, either for position or visibility.

However, legal experts have queried the site's liability for copyright lawsuits because it effectively allows the copying of images that are often copyrighted. While some brands may not mind if it drives sales, photographers and commercial organisations could be less pleased.

Rakuten has invested in a number of online retailing companies around the world, including the British retailer Play.com.

"While some may see e-commerce as a straightforward vending machine-like experience, we believe it is a living process where both retailers and consumers can communicate, discover, and curate to make the experience more entertaining," said Rakuten chief executive Hiroshi Mikitani.

"We see tremendous synergies between Pinterest's vision and Rakuten's model for e-commerce."

In an interview with the FT, Mikitani revealed that he had also become an e-commerce advisor to the site, and said: "Having a good grasp of images is becoming more important for e-commerce. It's more straightforward and appealing to the instinct of human beings than text. That is the strength of Pinterest, I think."

He added that Rakuten had wanted to fund the entire round, but Pinterest's board already had agreements with existing investors.

He was enthusiastic about the prospects because, he said, traffic going to shopping sites from Pinterest would have high conversion rates [to sales] because people would have high interest in products.

Of the copyright risks, he said: "I think, on the whole, they will overcome those issues. Their intention is not to damage any brand."

Mikitani added that Rakuten-owned sites would in future use the Pinterest "Pin It" badge to add content.

"Pinterest is the future -- we know we are going to have a more tight integration for all the e-commerce sites we have."

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[Iamanegg](#)



17 May 2012 3:00PM

Valued? I don't get it any more, what real worth has any of this crap any more? I must be losing the plot big time.

[Recommend](#) (64)

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Fungolosa

17 May 2012 3:01PM

Milani added that Rakuten-owned sites would in future use the Pinterest "Pin It" badge to add content.

"Pinterest is the future..."

At least if/when houses fall in value you still have a home to live in. \$1.5bn indeed.

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nomster

17 May 2012 3:12PM

Response to [Iamanegg](#), 17 May 2012 3:00PM

Don't worry Iamanegg, it's not you it's those who value tech companies who have lost the plot.

If it proves nothing else the \$1bn valuation of Pinterest shows that, despite the hard times, there's no shortage of class A drugs in investment banking.

[Recommend](#) (29)

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silverkey

17 May 2012 3:14PM

This is getting silly.

[Recommend](#) (9)

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jfa2nyny

17 May 2012 3:16PM

1 billion for pinterest, a billion for instagram, 100 billion for facebook....

Anyone please explain how this is not a taught, fat bubble, ready to blow at the tiniest prick.

[Recommend](#) (65)

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UntitledFruitCo

17 May 2012 3:25PM

I'd never even heard of Pinterest until I read this article.

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alumnidogg79

17 May 2012 3:26PM

Aah.. The spirit of [Geocities](#) lives on..

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Bauhaus

17 May 2012 3:34PM

I heard that Pinterest was already on the wane?!?!

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LVog

17 May 2012 3:35PM

http://en.wikipedia.org/wiki/Dot-com_bubble

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Kynismos

17 May 2012 3:40PM

Pinterest seems to be a bit trendy at the moment, but - as near as I can fathom it - people are signing up because they've recently heard of it, and it seems like a neat idea. But they seem to be figuring out quite quickly that they don't really have much use for it.

(Personally, I don't quite get it. But that's not unusual in and of itself, and therefore no gauge whatsoever.)

If my suspicions - arrived at from an admittedly small sample group - are correct, however, then the valuation is wildly inaccurate.

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Ocoonassa

17 May 2012 3:44PM

However, legal experts have queried the site's liability for copyright lawsuits because it effectively allows the copying of images that are often copyrighted. While some brands may not mind if it drives sales, photographers and commercial organisations could be less pleased.

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Nothing in these Terms shall restrict Pinterest's rights under separate licenses to User Content. Please remember that the Pinterest Service is a public platform, and that other Users may search for, see, use, and/or re-pin any User Content that you make publicly available through the Service.....

Pinterest values and respects the rights of third party creators and content owners, and expects you to do the same. You therefore agree that any User Content that you post to the Service does not and will not violate any law or infringe the right, of any third party, including without limitation any Intellectual Property Rights (defined below), publicity rights or rights of privacy.

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If getting your own content grabbed for them to make a commercial profit out of it however they see fit wasn't enough to put you off, they can sell on third party content you post, claim they thought it was yours, and you take the fall if they get caught. Avoid.


moio51

17 May 2012 3:55PM

Recommend (10)

Responses (0)

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I went and looked at Pinterest and found what could be the biggest dot.com bubble of recent times. Nothing but endless lists of "baby showers" (whatever they are) "rustic weddings" (Tess of the Durbervilles?) fluffy animals; eating cakes, not eating cakes, the list is endless. I think I saw one comment by a bloke, but I may have been mistaken. Whoever thinks this site isn't just for girls (I'm pointing at you Kate Bevan) is deluded. No straight man in his right mind is going to plough through all that interior design and cute kids for the occasional item which might be interesting. Not worth the money invested and not worth a valuation of \$1bn.

As nomster says *"If it proves nothing else the \$1bn valuation of Pinterest shows that, despite the hard times, there's no shortage of class A drugs in investment banking."*


151151

17 May 2012 4:03PM

Recommend (15)

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Bubble 2.0


Halos72

17 May 2012 4:11PM

Recommend (5)

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Just look at the Facebook article warning that the bubble will burst on Friday once all the Big Boys unload their stock on listing.

That is all this sector is about, hyping up the stock, getting the mugs in with the money burning the hole in their pocket, get them to sign up and then walk away with their cash leaving them with nothing.

Has been working since 2000 on these and the dawn of time on other scams and always will.

By the time the bandwagon reaches the average man the 'smart' money has moved on leaving the hustlers to mop up.

And shit like this gets them every time.

Anyway the level of Facebook mugging will be apparent tomorrow I believe.

7 billion people on the planet, only a fraction of them have to be duped to make someone rich.


teddlave

17 May 2012 4:14PM

Recommend (2)

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hubble bubble toil and trouble

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Dzierzega

17 May 2012 4:16PM

\$1bn for Pinterest isn't as bad as \$1bn for Instagram, but it still seems overvalued.

Does Pinterest even have any revenue? Surely there has to be a limit to the number of free-to-use social networks that can be supported by advertising. Apparently GM have pulled their ads off Facebook because it turns out they don't work. Maybe this is an advertising bubble rather than a tech bubble.

Recommend (3)

Responses (0)

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DonkeyLogic

17 May 2012 4:23PM

This comment was removed by a moderator because it didn't abide by our [community standards](#). Replies may also be deleted. For more detail see [our FAQs](#).

artpunk

17 May 2012 4:35PM

The invite to Pinterest is still in my inbox...unread.

Recommend (4)

Responses (0)

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BuriedTreasure

17 May 2012 5:09PM

BUBBLE ALERT

Recommend (2)

Responses (0)

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circuit

17 May 2012 5:12PM

I must sign into Friendster...

From the sublime to the ridiculous.

Recommend (2)

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Vanillacide

17 May 2012 5:14PM

Response to [nomster](#), 17 May 2012 3:12PM

there's no shortage of class A drugs in investment banking

You mean 'private equity', in this case likely 'venture capital', not 'investment banking'.

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mckonista

17 May 2012 5:20PM

I never knew Harold had such a following.

Recommend (8)

Responses (0)

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BuriedTreasure

17 May 2012 5:21PM

Recommend (7)

Responses (0)

This is what happens when there is F*k all worth investing in.

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kelliopkk

17 May 2012 5:29PM

One billion? I have never even heard of it. And I spend most of my days on-line (save the last three months when I returned home met family and friends and pretty much only checked email) and am usually very aware of the latest fads, even if I am mostly ninterested in them. Can we expect another .com bubble? (See? I know the jargon).

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diprayak

17 May 2012 5:35PM

A business that (as far as I'm aware) isn't making a profit or has a genuine plan for making money is valued at \$1bn proves that we have many rich idiots in this world. While Facebook and Instagram are pretty bonkers valuations at least their entire business isn't built on users sharing content they don't own.

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caliandris

17 May 2012 6:22PM

i adore Pinterest, which someone described as porn for women. It allows you to bookmark visually anything you want. Some people, it is true, collect pictures of clothes, stuff they want to buy, but for most it is a dynamic scrapbook of nice things on the internet, divided into groups. It's a simple idea, but it works, and it appeals to the collector in me as well as the artist.

I cancelled my first account due to a warning article which said that people could be sued for pinning items... but having asked permission to pin the things in my second account, I have yet to come across someone who objects.

If it isn't your thing, that's fine... I hate watching sport on tv, but I don't object to that simply because it isn't my thing, I just don't do it myself.

The big and so far untapped use of Pinterest is in advertising, but the PR companies and advertizing gurus are catching on fast. The nice thing about it is that it is truly driven by the ordinary individuals who pin the thing they like... it can be a lot easier to remember a website or tutorial if you have pinned it, than if you simply bookmark it in your browser. For gathering together visual inspirations, or collecting ideas and visual notes on a project, it's invaluable. There again, you either get it or you don't get it, it's as simple as that.

I shouldn't write it off as a bubble though - I think it could be a very powerful tool for linking people with similar interests. I love it, and having been scared into deleting that first account, I am gradually reassembling my pins. It is certainly one of my favourite activities online.

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FoundThePlot

17 May 2012 6:34PM

[Recommend \(4\)](#)

There's more technology in a feekin flint axe - give me strength.

Responses (0)

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trinder19

17 May 2012 6:34PM

I have no 'kinterest in investing in Pinterest.

Recommend (9)

Responses (0)

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PermanentSubstitute

17 May 2012 6:52PM

Noone really has any idea how much any of these social networking sites are worth do they? Just pick a number and go with it. Who are these people that get to 'value' these things anyway? \$1Billion for Pinterest and Instagram, they wouldnt know value if it came up and bit them on the arse

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FineMessYouGotMeinto

17 May 2012 6:52PM

Response to [ifa2nyny](#). 17 May 2012 3:16PM

900,000,000 People use face book. That's an awful lot of 'customers'. If you can get one pound out of each of them every month for playing games like FarmVille that's 900,000'000 a month turnover. nine hundred million pounds a month. That's nearly a billion pounds a month.

That is an awful lot of money. California has just got a whole lot richer based on tax receipts from FB.

It's a bubble if 800,000,000 suddenly delete there FB accounts. Otherwise it's probably got some legs.

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FineMessYouGotMeinto

17 May 2012 6:54PM

Response to [PermanentSubstitute](#). 17 May 2012 6:54PM

What would you value Pinterest at PermanentSubstitute?

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nomster

17 May 2012 6:57PM

Response to [Vanillacide](#). 17 May 2012 5:14PM

Ha - maybe so - I was using investment banking as a cover-all for those looking to invest

OK - lets put it this way; a large percentage of those who have cash to burn - whether in financial institutions / private investors or venture capitalists - seem to be of a mindset not unadjacent to those who regularly get off their collective face on crack cocaine.

A little long-winded, but I think that just about covers it.;

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PermanentSubstitute

17 May 2012 7:03PM

Recommend (1)



Good question. Its tough to know how much it *should* be valued at and Im no expert. But a relatively new business that has earned less that \$10m (apparently) being valued at over \$1billion strikes me immediately as odd.

There are still issues around copyright and revenue so the valuation looks very premature. Maybe it will be worth that much, or as many posters have already said its a second internet bubble

Responses (0)

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SunnyAshawan

17 May 2012 7:21PM

Wandering through Pinterest, I felt so awed by the sheer quantity of women on it. I dont know how these companies like Facebook and Pinterest monetise their business enough to justify these huge valuations. Its amusing to see the small investor rush to get Facebook shares. The sheer propaganda will get the share prices going up for a couple of years before someone recognizes that they are not getting any dividend. But there will be lots of dough for traders.

Recommend (1)

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Vertman

17 May 2012 7:26PM

I had never ever heard of it till today.. and i live on the internet... its worthless... ad revenue is drying up on facebook already , and thats the only value stream they have.. stupid beyond belief.. it is WORTHLESS.

Anything you can turn off at the flick of a switch has to be

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Responses (0)

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HongKongBlue

17 May 2012 7:33PM

New clothes for the emperor anyone?

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Ineverdid

17 May 2012 7:44PM

Response to [FineMessYouGotMeinto](#), 17 May 2012 6:52PM

900,000,000 People use face book. That's an awful lot of "customers". If you can get one pound out of each of them every month for playing games like FarmVille that's 900,000'000 a month turnover. nine hundred million pounds a month. That's nearly a billion pounds a month.

That is an awful lot of money. California has just got a whole lot richer based on tax receipts from FB

It's a bubble if 800,000,000 suddenly delete there FB accounts. Otherwise it's probably got some legs.

Deluded thinking. FB is the biggest bubble of all time. Good but limited revenue - what 4bn? - that somehow translates into a

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company worth \$100bn. That's more than the combined value of GM and Ford motor companies. Its half the value of GE. Half! For what? A glorified advertising agency that has shown limited technical innovation in a fadish and hugely competitive industry. A lot of people are going to get burned so hard by some very cynical people who have inflated the price out of all sane proportions. It would be funny if it wasn't such a massive amount of money. Its not like the world needs yet another crash.

Pinterest - another \$1bn pissed up the wall. Will be a memory in a year.



PeteD

17 May 2012 7:45PM

I thought Instagram was vastly overated for an app with a bunch of retro filters, now this which while popular is hardly ground breaking - I've visited a few times and the idea of 'hey look what I've found interesting' could have broad appeal I just felt I'd gate crashed a girls' get together.

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steven34237

17 May 2012 8:00PM

i asked for an invite months ago , i never heard anything from them??!!

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chickletta

17 May 2012 8:02PM

Its definite, we are in a bubble.

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zzz62222

17 May 2012 8:21PM

no one in their right mind should fall for any of these flotations involving Facebook et al...

[Recommend \(1\)](#)

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zzz62222

17 May 2012 8:25PM

Response to [SunnyAshawan](#), 17 May 2012 7:21PM
the main trader bringing FB to market is.....Goldman Sachs!...run!

[Recommend \(2\)](#)

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NotAJackoFan

17 May 2012 8:26PM

How fortunate the banking sector and national finanees are in snch good shape - or we'd really be up shit creek when the social network bubble bursts

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nacomani


17 May 2012 9:23PM

Whhoooooooo?

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[Share](#) **jfa2nyvny**

17 May 2012 9:45PM

Once this newest and silliest bubble pops, will the taxpayer (again) be required to bail out the greedy investors who piled money behind a bunch of trivial initiatives?

[Recommend \(1\)](#)[Responses \(0\)](#)[Report](#)[Share](#)**SalmonRusty**

17 May 2012 10:02PM

The worrying trend here is that with all these billion dollar internet/software/app companies is that there entire future relies on advertisers. Which means the user is going to be bombarded with advertising shit from here to eternity. As if there wasn't enough scumbag companies shoving there overpriced shit into our everyday lives.

I would rather have to pay for an app and it be ad free than endure that kind of shit...

And. I mean. 100m dollars!?!?

err.. got a bit ranty there for some reason... hmmm.. better go lie down.

[Recommend \(2\)](#)[Responses \(0\)](#)[Report](#)[Share](#)**DismantleTrident**

17 May 2012 11:05PM

facebook sucks... it decides to display shit to all and sundry of its own accord so i don't access anything thru it now. watch those shares drop off a cliff within a couple of months lol

[Recommend \(0\)](#)[Responses \(0\)](#)[Report](#)[Share](#)**n0rmster**

18 May 2012 12:44AM

Response to [caliandris](#), 17 May 2012 6:22PM

That is genuinely interesting and I'm sure that Pinterest has some value both to users and even as an investment - but to value it at \$1bn when it has no proven way of making money is more than speculative - more like fantastical.

As you say, the PR and marketing types who see potential in Pinterest are yet to get involved. The problem is that basing a valuation on a company before the monetisation phase gets under way underestimates, massively, how much less an enjoyable experience it will be when the PR and marketing types are all over it.

Apart from that it doesn't even seem to be a difficult thing to replicate.

Maybe all us nay-sayers are wrong but there's a history in things like MySpace and Friends Reunited that shows earlier growth isn't necessarily retained - especially after they try monetising

Anyway, I'm a bloke, so maybe I just don't get it.

[Recommend \(1\)](#)[Responses \(0\)](#)[Report](#)[Share](#)**KatranM**

18 May 2012 8:11AM

[Recommend \(3\)](#)[Responses \(0\)](#)

Pinterest is like Napster for images. Why pay for or licensed copyrighted images for your blogs or websites when you can just steal them, pin them on Pinterest, and use their embed codes to display the images for free?

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It's all well and good for the companies using Pinterest to self-promote their OWN product images (even though self-promotion is against Pinterests' code of ethics).

But Pinterest actually works by encouraging its users to upload -- that is, make full-sized copies -- of images they've found all over the net.

That's extremely valuable! That's thousands of visitors being diverted to Pinterest who used to find photographers and artists' work on their own websites! That's also thousands of stock photos and celebrity photos and all kinds of valuable art and images being hosted on Pinterest without the knowledge or permission of the copyright holders.

Napster could've been considered pretty valuable, too, when it held millions of copies of various musicians' songs.



007JNR

18 May 2012 10:29AM

[Recommend \(3\)](#)
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I have drawn a picture which I value at oh I don't know £20 million. I shall be accepting all reasonable offers.

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Woman's name was circulated on social networking sites including Twitter and Facebook

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FINANCIAL TIMES

May 17, 2012 10:35 am

Rakuten leads \$100m Pinterest investment

By Tim Bradshaw in London

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MailOnline

When will the bubble pop? Now Pinterest is valued at \$1.5billion after just a year

By Eddie Wrenn

PUBLISHED: 17:25, 17 May 2012 | UPDATED: 08:35, 18 May 2012

Social networking site Pinterest has already raised \$100million from a group of investors in a deal that reportedly values the three-year-old U.S. company at \$1.5 billion.

The investors, headed by Japanese online retailing giant Rakuten Inc, means the value of the company has shot up at a staggering rate, following a valuation at the end of last year which pegged the company at \$200m.

Pinterest is an online scrapbook where users can 'pin' images and follow images by other people.

It had less than one million users in May 2011 - but that jumped to about 20million by this April, according to comScore.



The homepage of Pinterest website: The company is now being valued at £1.5bn, despite being new to the market

Pinterest is the 16th most-visited site in the United States, according to Web information company Alexa.

However the staggering value estimate - on the back of Facebook's own \$100billion estimate - may lead to fears that the technology sector is going through another bubble, similar to the Dot Com that hit Silicon Valley in 1999.

That bubble led to the downfall of many early internet pioneers, such as boo.com and pets.com, and hitting companies like GeoCities and LastMinute.com.

Rakuten said it was joined in the capital-raising by existing shareholders Andreessen Horowitz, Bessemer Venture Partners, FirstMark Capital and a number of angel investors.

The new round of financing values Pinterest - one of Silicon Valley's fastest growing startups - at \$1.5 billion, up sharply from \$200 million late last year, Wall Street Journal said.

Valuations for tech startups have been rising dramatically, as illustrated by Facebook's \$1billion purchase of photo-sharing application Instagram last month.

Facebook's valuation itself is believed to be \$100million, and tomorrow will be a big day when it launches its IPO.

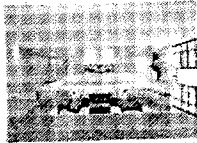
The Palo Alto, California-based company, which was launched in the fall of 2009, is led by co-founder Ben Silberman.

The funding will help Pinterest expand into Japan and Rakuten's 17 other markets, Rakuten said.

'We see tremendous synergies between Pinterest's vision and Rakuten's model for e-commerce,' Rakuten Chief Executive Hiroshi Mikitani said in a statement.

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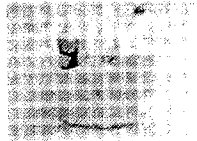
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Pinterest is boring. I tried a couple of recipes and they were not very good. Its just a bunch of shoes, clothes and food pictures.

- [Victoria](#) , Southwest USA, 18/5/2012 14:59

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Pinterest is fabulous for anyone like me who loves cooking and handicrafts. I can see how others could find it boring after a few weeks though as all the other stuff is mainly fashion and beauty tips, books etc.

- [Diane](#) , chester uk, 18/5/2012 14:23

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I think you will find that Facebook is valued at \$100 billion and not \$100 Million as stated in the article.

- [Pastoravan](#) , Belfast, 18/5/2012 13:02

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This is seriously disturbing. The enormous worth of these companies are based on people wasting their time online and not with their families. (Like I'm doing here on DM).

- [TexasGirl](#) , USA, 18/5/2012 11:32

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Fascinating. But why hasn't the DM phoned Harold Pinter's widow for a quote, as they did a couple of months ago? >>Lady Antonia Pinter, DBE, says she likes the Pinterest.com website, named after her late husband, playwright Harold Pinter: 'I cheer it on - I encourage anything called Pinter.' Oh, that would be because Pinterest has NOTHING TO DO WITH HAROLD PINTER.

- [Martin](#) , London, 18/5/2012 11:01

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Pinterest is the only social network I'm interested in. I find Facebook too invasive, and Twitter is tedious, but Pinterest is like a big internet scrapbook. I can lose hours on there!

- [Pippa](#) , Oxford, 18/5/2012 10:48

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Am sure Zuckerberg will blow \$1.5bn of new investors money on this shortly.

- [Jon](#) , Worthing, England, 18/5/2012 09:26

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I love Pinterest, so addictive!

- [Yorkshire Lass](#) , Up North, 18/5/2012 09:13

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I thought it looked interesting so joined up - What a load of rubbish! I deactivated my account about a week later!

- [Pickle](#) , Here, 18/5/2012 08:39

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This will all end in tears

by [olyseve](#) · Cambridgeshire, 18/5/2012 07:56

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Review - Atomic Floyd PowerJax

Raw, undistorted power That's what Atomic Floyd claim their latest creation, the PowerJax, has in spades. And thankfully, they're every bit as monstrous as expected.

VIBE BlackDeath headphones

With their aggressive styling, thunderous bass and unflinchingly in-your-face packaging, there is nothing subtle about VIBE's BlackDeath headphones.

RHA SA950i headphones

Quality sound usually comes at a price. But while RHA's SA950i's won't win any beauty awards, their audio output blows away similarly-priced opposition.

Philips Sunrise Simulation wake-up light

As winter looms, the thought of getting up early becomes ever more unappealing. Thankfully, Philips have developed an affordable, easy-to-use solution.

RHA MA450i earphones

Encased in a rail-grade aluminium and coated with a scratch-resistant material, the tiny MA450i's pack in loads of tech at a price that won't break the bank.

The New Furby

With eyes packed with liquid crystal droplets and dozens of translators, the new Furby is built more like a cyborg than a children's toy. But it's still fun, if frequently firestorm.

Philips Fidelio M1 headphones

Sometimes simplicity is best - a motto Philips likely adhered to when designing these M1 headphones. Strong build quality makes them a sound investment.

Union 34 Stripe Rucksack Carrier bag

A clever rucksack that attaches to your bike's seatpost, leaving the rider completely free to negotiate the roads without the bother of a heavy bag on your back.

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The ShoBox is a bold, inventive and above all, versatile portable speaker, providing great-quality sound at a price that is well worth your consideration.

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'Hype' or not, Pinterest gets its funding before Facebook

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Gideon Spanier

17 May 2012

Quirky social networking website Pinterest cashed in on the "Facebook effect" today with a fundraising that values the two-year-old business at \$1.5 billion (£940 million).

Pinterest, which lets users "pin" interesting items from around the web on to their pinboard for others to view, raised \$100 million just hours before Facebook was set to confirm the price for its estimated \$104 billion float later today.

The fundraising is a major coup for Pinterest chief executive and co-founder Ben Silbermann, pictured, a 29-year-old Silicon Valley entrepreneur and former Google staffer.

But the \$1.5 billion valuation will give further ammunition to sceptics who claim the hype around social media companies is turning into an investment bubble.

The site, ostensibly named after playwright Harold Pinter, does not have the scale of Twitter or Facebook but has quickly grown to more than 20 million users because of its colourful community feel.

Japanese e-commerce group Rakuten and existing US investors are stumping up the cash.

Pinterest was valued at \$200 million as recently as October.

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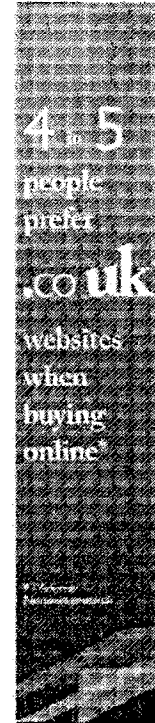
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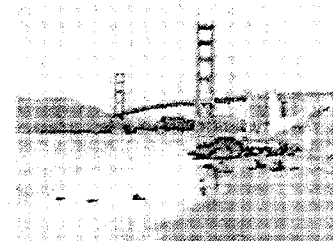
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Pinterest investment catapults site to \$1.5bn valuation

It has just 30 staff and has been running for little more than two years, but scrapbooking website Pinterest has secured \$100m (£62m) of funding, catapulting it to a valuation of \$1.5bn.

Pinterest has soared from having 1m users last July to 20m in April, according to internet data company ComScore. Photo: PINTEREST

By Katherine Rushton, Media, telecoms and technology editor

3:50PM BST 17 May 2012

The rapidly-growing social network, which allows users to collect pictures, articles and other snippets on a virtual pinboard which they can then share with friends, was valued at \$200m just seven months ago when it last raised investment.

Its extraordinary trajectory comes amid expectations that Facebook's \$100bn initial public offering will cast a halo effect on the rest of the technology industry, fuelling investment in other social networks.

Pinterest's latest funding round was led by Rakuten, a Japanese e-commerce site, which invested around \$50m in the site. Venture capital firms Andreessen Horowitz, Bessemer Venture Partners and FirstMark Capital also made investments.

The website was founded by Ben Silbermann in December 2009 and launched to a restricted circle of users in spring 2010.

It only really took off after Mr Silbermann hired former Facebook designer Evan Shapiro and the pair developed an app for Apple's iPhone.

Pinterest has soared from having 1m users last July to 20m in April, according to internet data company ComScore, setting a new record for any website to attract an audience of more than 10m.

It has also been singled out by analysts as one of just three strategic investments Facebook should make to fend off potential competition. The others were photosharing networks Tumblr and Instagram. Facebook is already buying the latter for \$1bn.

Pinterest's primary function is as a social network between friends, but many retailers use the site as a virtual shop window and claim that it has more than doubled customers' average spend.

Rakuten's chief executive, Hiroshi Mikitani, said there were "enormous synergies" between the two companies.

"While some may see e-commerce as a vending machine-like experience, we believe...retailers and consumers can communicate, discover, and curate to make the experience more entertaining," he said.

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CreativeReview

Advertising, design and visual culture

Uniqlo hacks Pinterest

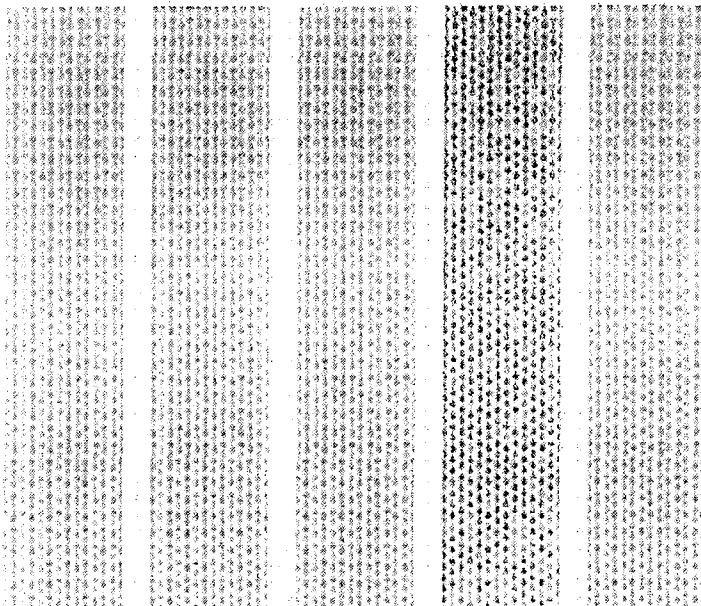
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Posted by Emma Tucker, 26 June 2012, 13:16 | [Permalink](#) | [Comments \(7\)](#)

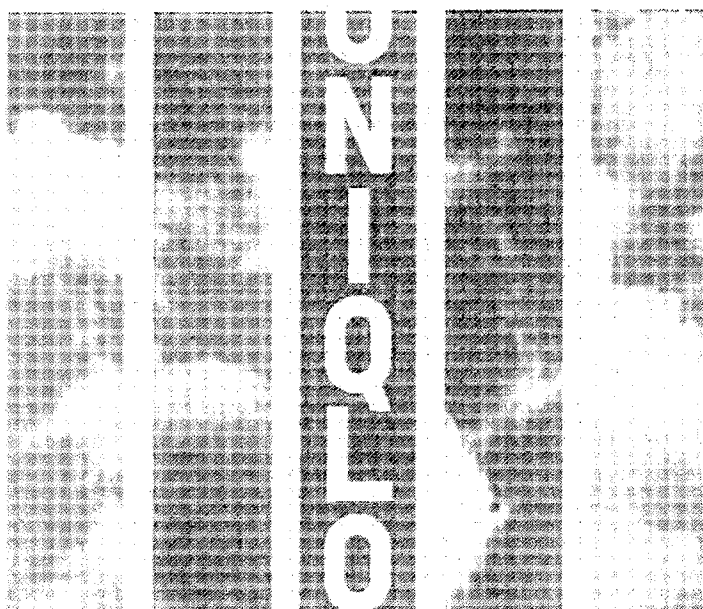
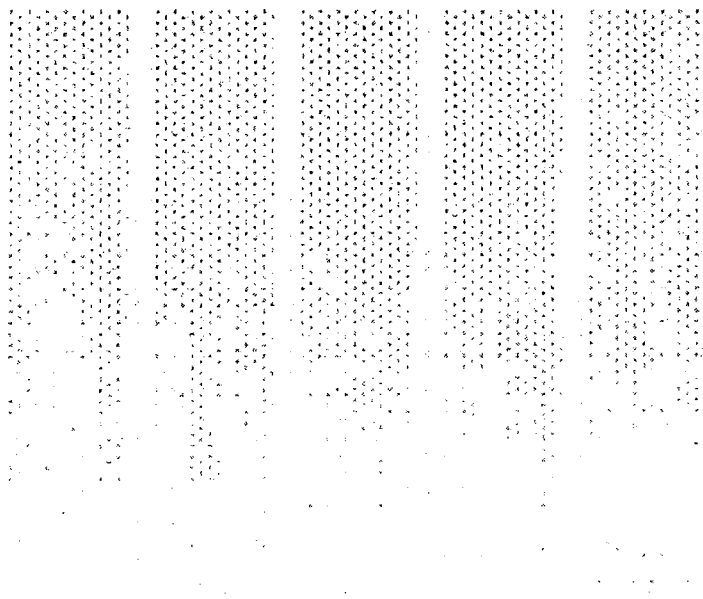


Uniqlo have put a clever spin on the way Pinterest works, turning it into their very own scrolling Uniqlo animation. Prepare your mouse hands, you're about to do some serious scrolling.

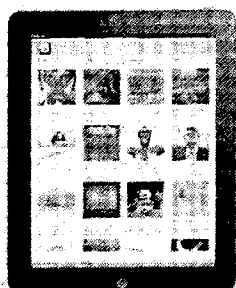
Head over [here](#) and scroll down to see what we're talking about. The idea was created by digital agency [Firstborn](#), in an attempt to combat 'scrolling slumber', and promote Uniqlo's new Dry Mesh range of teeshirts. A hundred different Pinterest accounts were set up, and pinned from simultaneously in order to create the final result.



NULL

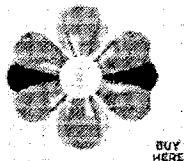


Of course, Uniqlo aren't the first brand to turn scrolling to their advantage. Smart Argentina did something similar with a Twitter account, turning it into a scrolling animation of a car. To see it for yourself, head [here](#) and hold down J.



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The *July issue* of Creative Review features a piece exploring the past and future of the dingbat. Plus a look at the potential of paper electronics and printed apps, how a new generation of documentary filmmakers is making use of the web, current logo trends, a review of MoMA New York's group show on art and type, thoughts on how design may help save Greece and much more. Also, in Monograph this month we showcase a host of rejected design work put together by two Kingston students.

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The world is doomed

[Hi-Fi Lo-Fi](#)

2012-06-26 14:36:21

Enlighten, a fun, quick witted reworking of a hugely popular platform

Arguably it's actually quite hard to come across if you're just searching on Pinterest and of course not everyone will get it. But those that do will smile, appreciate the cheekiness and thank either of Uniqlo for a job that's really all it needs to do

Uniqlo are one brand that seem to be getting on with digital without even blinking and it's really nice to see their exploration into and embracing ways to mix things up

Now let's move on to when it becomes all the rage with bandwagon brands

Thanks

[Ben Stott](#)

2012-06-26 14:46:11

Innovative use of new social media channels is always exciting. Sadly I foresee this being copied off straight away, and we are all going to be scrolling like mad till the fat subsidies

[Elio](#)

2012-06-27 09:19:31

The way Pinterest stacks and re-staffs the columns depending on browser size completely solves this up for me

Nice one for calling "shit" in the new channel though. Agree with Ben about Uniqlo's digital track record and that this is their first step about before this becomes de copied.

Ed

2012-06-27 09:43:51

Good utilisation of Pinterest: Take a look at this other pinterest board looks pretty cool <http://pinterest.com/davidcreative/face-eloheand/> make a word with poster

[David](#)

2012-06-27 11:46:04

creative yet still aporn. And spam that can generate a negative reaction from people. They had their one shot. If they do it again it will backfire with potential customers

Paul

2012-06-28 19:03:26



TECHNOLOGY

9 August 2012 Last updated at 19:00

Pinterest opens site to all, stops invite-only policy

Image-based social networking service Pinterest has relaxed its sign-up policy, opening the site to all.

Previously, people needed invites to become members and "pin" online images onto its virtual "boards".

Launched in 2010, Pinterest became the fastest-growing site ever, passing 10 million users in nine months.

Although it has tried different money-raising techniques, the company has not yet disclosed a commercial plan.

"They're one of the main sites that serve the so-called social collectors, people who like to curate information across the web," said Forrester Research analyst Darika Ahrens.

"What remains to be seen is what happens if they start to commercialise - how they're going to do that and if they do it in a way that's not going to alienate their users.

"So far, they have tried a number of different methods such as using monetising links that bring in a revenue share, but they stopped that."

Copyright issues

One social media analyst told the BBC that having invites had been part of Pinterest's marketing strategy.

"This tactic of adding exclusivity upon launch of a social network is not a new thing," said Rob McNair from mycleveragency.com.

"Google+ adopted [it]... creating a people-referral engine and as a result built pent-up demand from the everyday user that wanted to give it a try."

Fashion and recipes have quickly become top topics on Pinterest, and women outnumber men on the site.

Its number of users grew hugely over the past year, according to a digital media analytics company Comscore.

It said that last June, there were 1.2 million unique visitors globally - but a year later there were 31.2 million.

In February, the company had to address concerns about users "pinning" copyrighted material.

It now allows websites to opt out of being featured on Pinterest. To do so, sites can block their content by adding a line of web code.

If a Pinterest user attempts to share images or other material from a site with the "nopin" instruction, a message is displayed: "This site doesn't allow pinning to Pinterest. Please contact the owner with any questions. Thanks for visiting!"

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Intel announces that its chief executive Paul Otellini is going to retire from the company that he joined in 1974.

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Pinterest tackles eating disorders

Pinterest, a new popular social network which lets people 'pin' photos of their favourite items to a virtual pinboard, has taken steps to stop users being able to search for content relating to eating disorders.

Pinterest on the mobile.

By Emma Barnett, Digital Media Editor

11:32AM BST 03 Aug 2012

Earlier this year the network took steps to try and ban "user content that...creates risk of harm, loss, physical or mental injury" under its updated 'acceptable use policy'.

Since then, the site has become even more popular with those suffering with eating disorders to share photos of their favourite items, such as an uncatered plate of food or very thin people.

As a proactive step to stop people from being able to search for such images, Pinterest has blacklisted a set of words pertaining to eating disorders, such as 'thinspo' [a term related to 'thinspiration' which glorifies unhealthy body images]. When people search the network using those words they will receive zero results and instead be issued with the following warning: "Eating disorders are not lifestyle choices. They are mental disorders that if left untreated can cause serious health problems or could even be life-threatening.

"For treatment referrals, information, and support, you can always contact the National Eating Disorders Association Helpline at 1-800-931-2237 or www.nationaleatingdisorders.org."

The average Pinterest US user is aged 35-44, while the average British member is 10 years younger. Pinterest's user base is overwhelmingly American though, with around 12 million members, compared to 200,000 in the Britain.

One way that Pinterest already makes money is by converting pins into affiliate links with ecommerce sites. That means that if you post a picture of a sofa that you are thinking of buying, Pinterest could add an affiliate link to a partner retailer so that the site gets a cut of any subsequent purchase. The site's Q&A says "We might also try adding advertisements, but we haven't done this yet." Other ways that the site could make money in the future include selling additional tools and features for brands or high-end users or charging for 'sponsored pins'.

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